Dear Colleague,

We proudly present to you the Advance Programme of **DATE 11.** DATE combines the world's favourite electronic systems design conference with an international exhibition for electronic design, automation and test, from system level hardware and software implementation right down to integrated circuit design. While many conferences currently suffer from travel restrictions in many companies and face severe problems in attracting attendees, DATE 2011 received some 950 submissions. The importance of DATE as a worldwide indispensable meeting point is demonstrated by the fact that more than 50% of the submissions came from outside Europe. The most popular topics this year were Simulation/Emulation and Low Power Systems Design, Estimation and Optimisation.

For the 14th successive year DATE has prepared an exciting technical programme, with the help of more than 300 members of the Technical Programme Committee, who dedicated their time to thoroughly review the submissions, ranging from system level down to circuit design and covering all the most relevant application domains.

This year the conference will be held in France, at Alpexpo in Grenoble and will span an entire working week starting on Monday March 14 with tutorials, and ending on Friday March 18 with workshops.

The **plenary keynote speakers** on Tuesday are Steve Furber of Manchester University, UK, to talk about 'Biologically-inspired massively-parallel architectures – computing beyond a million processors', and Philippe Magarshack, STMicroelectronics, France to talk about 'How Technology R&D Leadership brings a competitive advantage in the fields of multimedia convergence and power applications'. On the same day, the **Executive Track** offers a series of business panels discussing hot topics in design: 'Ideas on Future of EDA and IP Industry', '22nm Challenges and Wealth/Knowledge Creation Opportunities' and 'System Level Complexity and Innovation'. To emphasise that DATE is the major event for the designers, DATE 11 features invited sessions where **Europe's famous consumer industry presents its best designs and design practices.**

The main conference programme from Tuesday to Thursday includes 77 technical sessions organised in parallel tracks from four areas:

D – Design Methods, Tools, Algorithms and Languages
A – Application Design
T – Test Methods, Tools and Innovative Experiences
E – Embedded Software

Extra tracks are dedicated to the Executive Day on Tuesday and the two special days: **Smart Devices of the Future Day** on Wednesday and **Intelligent Energy Management – Supply and Utilisation Day** on Thursday with Hannu Kauppinen, Nokia Research Center, FI and Carmelo Papa, STMicroelectronics, IT as keynote speakers. Additionally, there are 62 Interactive Presentations which are organised into five IP sessions.

Finally, DATE offers a comprehensive overview of commercial design and verification tools in its exhibition including vendor seminars and abundant networking possibilities with fringe meetings.

We wish you a productive and exciting DATE 11 and a memorable social party on Wednesday evening.

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