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Global Semiconductor Alliance Addresses Critical Emerging Applications at Annual Expo & Conference

One-Day Event to Focus to Feature Key Research Firms and Industry Executives

GSA Emerging Opportunities Expo & Conference 2009

SAN JOSE, Calif.--([BUSINESS WIRE](#))--The Global Semiconductor Alliance (GSA) is addressing emerging applications at the 16th annual [GSA Emerging Opportunities Expo & Conference](#), held on October 1, 2009, at the Santa Clara Convention Center in Santa Clara, Calif. The conference features seven industry analysts addressing the growth and total available market opportunities for semiconductors for global innovation, energy harvesting, medical applications, cloud computing, mobile gaming, smart grids and home networking. Accompanying this opportunity analysis, seven semiconductor keynotes will address how they are taking advantage of these markets and making these mainstream industry segments.

In today's market, innovation has become paramount to the growth and development of new applications leading to emerging opportunities for the semiconductor community. Along with a dynamic program, the expo will host up to 70 exhibiting companies along with attendees from fabless, IDM, OEM, supplier and service provider companies.

"These emerging vertical markets are creating new growth opportunities for the entire semiconductor supply chain," said Lisa Tafoya, GSA vice president. "GSA is committed to supporting the industry by providing a combination of market analysis and leading perspectives on new avenues of development," added Tafoya.

Leading analysts from key research firms include Frost & Sullivan, Semico Research, IDC, IMS Research/InMedica and the Darnell Group. These analysts will introduce and discuss critical emerging topics affecting the ecosystem.

Program highlights:

- ["The Innovation Imperative" Business Model](#)
 - Market analysis by [Jim Feldhan](#), president, Semico Research.
 - Keynote by [Doug Grose](#), chief executive officer, GlobalFoundries.

- [Energy Harvesting](#)
 - Market analysis by [Jeff Shepard](#), president, Darnell Group, Inc.
 - Keynote by [Peter Henry](#), vice president and general manager, Power Management Group, Analog Devices Inc. (ADI).

- [Small Footprints SoC Enables Precision Portable Medical Instrumentation](#)
 - Market analysis by [Matthew Towers](#), founder and chief executive officer, IMS Research/InMedica.
 - Keynote by [Murugavel Raju](#), AEC Catalog Microcontrollers End Equipment marketing manager, Texas Instruments.

- [Opportunities for High Performance Semiconductor Solutions in Cloud Computing](#)
 - Market analysis by [Mario Morales](#), vice president, Global Semiconductor Research, IDC.
 - Keynote by [Dr. Francis Ho](#), senior director, Business Development, Inphi Corporation.

- [*Enabling 3G Wireless Digital Distribution In Emerging Markets*](#)
 - Market analysis by [Tony Massimini](#), chief technical officer, Semico Research.
 - Keynote by [John Rizzo](#), chief executive officer, Zeebo, Inc.

- [*Home Networking: Opportunities and Challenges*](#)
 - Market analysis by [Joanne Itow](#), managing director, Semico Research.
 - Keynote by [Vinay Gokhale](#), senior vice president, Marketing & Business Development, Entropic Communications.

- [*Making a Smarter Grid*](#)
 - Market analysis by [Farah Saeed](#), senior consultant, Energy and Power Systems, Frost & Sullivan.
 - Keynote by [Robert Dolin](#), vice president and chief technology officer, Echelon.

The 2009 platinum sponsors are Chartered Semiconductor Manufacturing Inc., GlobalFoundries, i2 Technologies and TSMC. Gold sponsors include Mentor Graphics and Siliconaire. Wipro Technologies, Inc. is an Event Program Sponsor, with EDA Café and Inside Chips as media sponsors.

Complimentary registration is available online through September 25, 2009, and on-site registration is \$25. For additional information, visit www.gsaglobal.org/expo/2009/.

About GSA:

The Global Semiconductor Alliance ([GSA](#)) mission is to accelerate the growth and increase the return on invested capital of the global semiconductor industry by fostering a more effective fabless ecosystem through collaboration, integration and innovation. It addresses the challenges within the supply chain including IP, EDA/design, wafer manufacturing, test and packaging to enable industry-wide solutions. Providing a platform for meaningful global collaboration, the Alliance identifies and articulates market opportunities, encourages and supports entrepreneurship, and provides members with comprehensive and unique market intelligence. Members include companies throughout the supply chain representing 25 countries across the globe. www.gsaglobal.org/

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