

Monday  
9:00 AM - 10:20 AM  
January 12, 2009

2009 Opening Keynote

Hans Rijns  
NXP

#### ABSTRACT

Innovating the TV Design Space

#### BIOGRAPHY

Hans Rijns is Vice President and Manager Research at NXP, the independent semiconductor company founded by Philips. Hans is responsible for all applications, systems, circuits and process technology research programs at NXP. In this role, he is part of the NXP Corporate Innovation and Technology management team headed by Rene Penning de Vries. He started his professional career in 1991 at Philips Research as scientist in the area of discrete-time mixed-signal circuits. In 1996 he moved to Philips Semiconductors and held various technical and business management positions mainly in the field of baseband and multimedia products for the wireless market. Since 2006, he proceeded to executive management positions in NXP Research. Hans holds an M.Sc. and Ph.D in Electrical Engineering from the University of Twente, the Netherlands.

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Monday  
12:20 PM - 2:10 PM  
January 12, 2009

2009 Monday Luncheon  
Keynote

Robert Blake  
Altera Corporation

#### BIOGRAPHY

Robert Blake  
Vice President  
Automotive and Consumer Business Unit

Robert Blake is the vice president of the Automotive and Consumer Business Unit at Altera Corporation. Mr. Blake is responsible for defining Altera's programmable logic product solutions for applications in the automotive and consumer market segments. He has been developing ASIC and programmable logic for high speed network applications for over 17 years. Prior to Altera he worked at LSI Logic and Fairchild where he worked developing ASIC technology. He holds a MEng. in Business and Microelectronics and BSc. in Applied Physics & Electronics from the University of Durham in England.

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Tuesday  
12:00 Noon - 2:20 PM  
January 13, 2009

2009 IEEE  
Masaru Ibuka Awards Luncheon Keynote

Hideharu Amano  
Keio University, Japan

#### ABSTRACT

Dynamically Reconfigurable Processors - flexible off-loading engines for Consumer Electronics- Abstract: Dynamically Reconfigurable Processors have been started to be utilized as an off-load engine for various types of System-on-Chips (SoCs) in consumer electronics. In order to achieve better area- and power-efficiency compared with traditional field-programmable devices such as FPGAs, they incorporate the following properties; (1) a simple coarse grained processor, and (2) dynamic reconfiguration of the PE array which enables time-multiplexed execution is introduced. Some of them provide multiple sets of configuration data called hardware contexts and switch them in one or a few clock cycles, and others can change its configuration in several micro seconds. Especially in Japan, some of them are embedded in real commercial products like portable video games and printers.

#### BIOGRAPHY

Hideharu Amano Professor of Keio University, Japan Hideharu Amano received the Ph.D degree from Keio University in 1986. He was a visiting assistant professor in Stanford Univ. CSL from 1989 to 1990. He is currently a professor in the Dept. of Information and Computer Science, Keio University. His research interests include the area of parallel processing and reconfigurable systems.

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Wednesday  
8:00 AM- 8:30 AM  
January 14, 2009

2009 Closing Keynote Breakfast

Tom Coughlin  
Coughlin Associates

ABSTRACT

Adventures in Speaking  
(My Year as a CE Society Distinguished Lecturer)

During 2008 Tom Coughlin was a distinguished lecturer for the IEEE Consumer Electronics Society. He gave his talk titled "Storing Your Life" about digital storage in consumer electronics at CE Society chapters in Singapore, Hong Kong, Russia, England, Ireland and at George Washington University. In addition he gave the same talk to groups in Germany and at the University of California, San Diego as well as the University of California, Santa Cruz. Altogether over 300 people attended these talks. Tom will talk about his experiences as a world traveller and representative of the CE Society as well as share his thoughts of how to be an effective distinguished lecturer.

Tom Coughlin  
Coughlin Associates

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Wednesday  
12:20 PM- 2:10 PM  
January 14, 2009

2009 Closing Keynote

Ranga Yogeshwar

ABSTRACT

Generation "New"- Does Innovation Change Our Culture?

At any time in history we have seen a comparable transition within society. Today the speed of innovation has reached a critical pace: Mobile communication, broadband internet, new media etc. have changed our life in a fundamental way. The generation gap

is widening and new global business structures challenge our traditional models. Leaps in innovation induce disorientation within enterprises and in societies. How is innovation changing our culture?

## BIOGRAPHY

Since 1987 Ranga Yogeshwar has been active as Science Editor at WDR-Germany TV, the nationwide German TV-network of public rights. Between 1995 and 2001, he was Acting Chief and between 2001 and 2005 the Chief of the Science TV Programme Group at WDR. Ranga has over 1000 TV shows and many Radio presentations to his credit. He is author/co-author of several newspaper and magazine columns and articles in learned periodicals. He is engaged in many national and international projects and is member of boards and committees of institutions in the fields of Science, Education and Knowledge Propagation. He received many awards and decorations for his work in the field of science communication. In 2008 he founded his company xplainy. Ranga holds degree of Diplomphysiker in experimental particle physics and astrophysics from Aachen University, Germany. His hobbies centre around the family, music and astronomy (MPC-Code B43). The asteroid 20522, discovered by André Knöfel in September 1999 has been named after him. Ranga Yogeshwar is married to the classical soprano singer Ursula Müller. They have four children and live close to Hennef near Cologne, Germany.

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