

Japan IBIS Activities Update 2009

SHOJI, Kazuyoshi (Hitachi ULSI Systems)

JEITA EDA-WG

IBIS Summit
Tokyo, Japan
November 06, 2009

JEITA ; Japan Electronics and Information Technology Industries Association

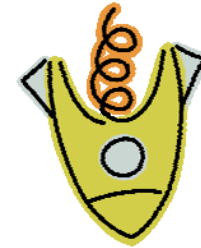
© JEITA 2009. All Rights Reserved.

JAPAN ECONOMY OUTLOOK

Overall still weak, Slow recovery observed

Good News!

- Government Incentive Package
for Cars and Consumer Electronics
- Japanese Hybrid Vehicles Strong Sales
- China growth



- Design opportunities
Increasing in selective area

Modeling OUTLOOK

SALES!

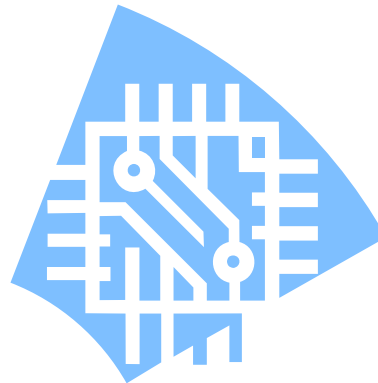
- New Product Introduction
- Easy Design Entry for Customers

COST!

- Lower Design Cost
- Reduce Design Cycles

TECHNOLOGY!

- High Speed
- New Interface



Design Communities Need

IBIS MODELS

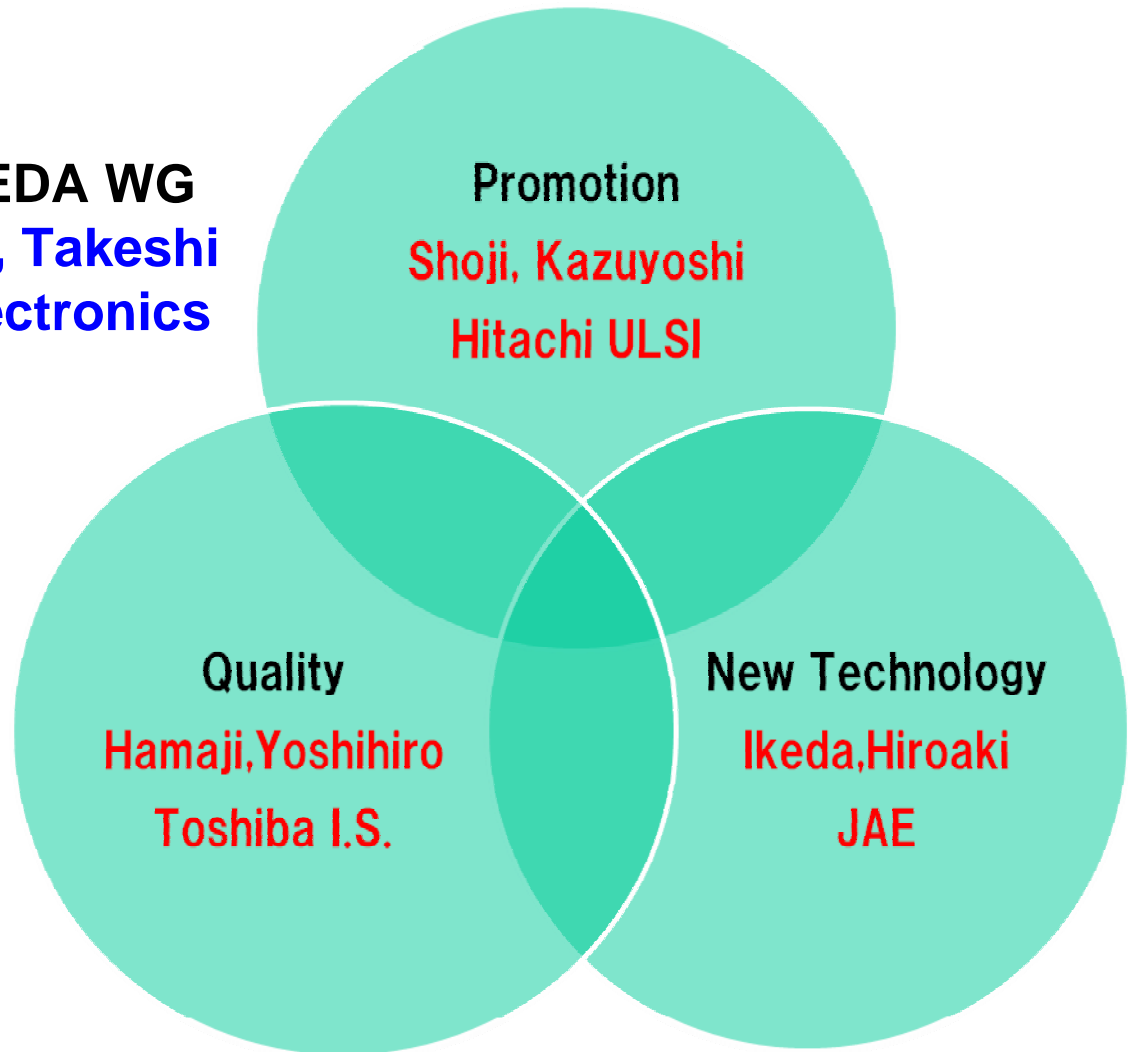
QUALITY MODELS

**NEW TECHNOLOGY
MODELS**

IBIS Support in JAPAN

Supporting Group

JEITA EC center / EDA WG
Leader : Watanabe, Takeshi
NEC Electronics



IBIS quality

- **Quality Framework for Low Speed Models Verified Entering 2nd Stage for High Speed Models**
- **This work will be presented by Hamaji-san**



Interconnect modeling

- **Modeling of passive device, connectors & cables, using s-parameter problem addressed**
- **This work will be presented by Ikeda-san**



Promotion

IBIS Guidebook

- Temporally suspended last year
- Many engineers requested for publish
- By *Public demand* restarted project
- Will be Published Soon!



IBIS Guidebook

Consists of two parts

1st. part

- Introduction to IBIS
- Some design example using IBIS

2nd. part

- Official **JAPANESE** IBIS spec. ver.5.0



Please Use it as a 'REFERENCE'

- Will be Published from
Kogyo Chosakai publishing, Inc.
<http://www.kocho-net.com/>

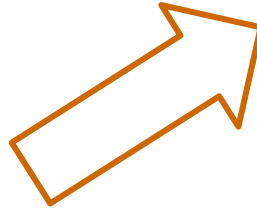


Thank you for your support!
IBIS frying up like
‘PHENIX’

OLD IBIS



Current Economy



NEW IBIS