Currents

CEDA
Council on Electronic Design Automation

Cypress Innovator Design Challenge

Cypress Semiconductor announces a global design competition that enables students who design with Cypress technology to compete regionally for innovation awards of up to $20,000 in cash and ultimately win the T.J. Rodgers Trophy, named after Cypress president and CEO. Cypress is soliciting student entries from six regions: North America, Europe and the Middle East, China, Japan and Korea, India, Southeast Asia and the rest of the world. Each region will have a first-place prize of $10,000, a second-place prize of $2,500, and a $1,000 third-place prize. The professors of the first-place prize winners in each region will also receive a $10,000 award. In addition, all first-prize winners will compete for the inaugural T.J. Rodgers Innovation trophy and an additional $10,000 cash prize.

Cypress Semiconductor's investment team will analyze the most commercially viable designs for possible seed funding. Members of the winning teams will also be interviewed by Cypress for possible internships, co-ops, or full-time employment. Moreover, Cypress is awarding the top 100 Innovator Design Challenge proposals worldwide with a CY3210 Programmable SoC (PSoC) evaluation kit and a copy of Robert Ashby's *Designer's Guide to Cypress PSoC* (Newnes, 2005).

In addition, all completed project submissions will be screened for possible publication on the Cypress University Alliance Web site as a success story, application note, or reference design. For more information or to submit a proposal for the Innovator Design Challenge, see http://www.cypress.com/cuap.

ICCAD Talk on Professional Ethics

The *Council*, as part of its technical activities, periodically organizes invited talks on important issues affecting the EDA community and its profession. Most of these talks are held in conjunction with our major conferences. At the 2006 International Conference on Computer-Aided Design (ICCAD 06), CEDA has invited Frances A. Houle to present a talk on professional ethics, with topics ranging from fabrication, falsification, and plagiarism; failure to cite previous work in papers; elements of professional ethics; ways to develop good judgment; and procedures for handling suspicions or allegations of unethical behavior.

"Professional ethics is an important and relevant topic for CEDA to tackle," says Andreas Kuehlmann, CEDA's vice president of Technical Activities. "All too often it is assumed that engineering students can pick up the basics of ethical behavior during their education. This lack of explicit focus on ethics can lead to misunderstandings or an impression that ethical thinking is unimportant in the workforce."

Houle is a research staff member at the IBM Almaden Research Center in San Jose and is a Fellow of the American Physical Society, a Fellow of the AVS Science and Technology Society, and a member of the American Chemical Society and Materials Research Society.

Join Us: Tuesday, November 7, 1:00-1:45PM, Sierra/Cascase Ballroom

Upcoming CEDA Events/Dick Smith, dsmith@topher.net		
April 16-20 2007	DATE, Nice, France	www.date-conference.com
May 30-June 1, 2007	MEMOCODE, Nice, France	memocode.irisa.fr
June 25-27, 2007	MPSoC, Hyogo, Japan	tima.imag.fr/mpsoc
September 3-5, 2007	PATMOS, Göteborg, Sweden	www.patmos-conf.org