



Xilinx Trade Show Programs

See our preliminary trade show schedules for 1999 and plan to attend where possible.

by Darby Mason-Merchant, Trade Show Manager, Xilinx, darby@xilinx.com

In 1998, Xilinx participated in more than 30 industry conferences and trade shows world-wide including the 35th Design Automation Conference (DAC) in San Francisco, Electronica 98 in Munich, Germany, and EDA&T '98 in Hsinchu, Taiwan. Xilinx took a more focused approach to industry conferences and shows addressing such vertical markets as PCI, ATM / Networking, and Telecommunications while continuing to increase our strong presence in DSP and IP-related events.

In 1999, Xilinx will concentrate on even more vertical events that fit into our overall marketing mix while enhancing our presence in those industry conferences that can most effectively showcase our core competencies in silicon, software, cores, and support. Industry events like these are the best opportunities for you to get hands-on experience with the leading PLD technologies such as Virtex, Silicon Xpresso, Foundation Series and Alliance Series Software, and CORE Solutions.

1998 Trade Show Highlights Electronica '98

Xilinx proudly presented the new Virtex family at the Electronica show in Munich. Electronica '98, the 19th International Fair for Components and Assemblies in Electronics, took place at the new exhibition center located at the old Munich airport during November 10–13. Approximately 130,000 visitors passed through the halls over the four days.

The Xilinx booth covered 110 square meters and presented an impressive display of the revolutionary million gate Virtex device as well as our latest software and core offerings. Supporting Xilinx at the booth were our partners Exemplar, Synplicity, Frontier, and MiroTech Microsystems. The Bavarian Minister of Economy, Dr. Wiesheu visited the Xilinx stand and also met with Wim Roelands, Chief Executive Officer of Xilinx.

1999 Spotlight Event IIC '99 -

The International IC Conference & Exhibition '99

Show Dates: April 8-16, Guanzhou, Shanghai and Beijing, China

In partnership with our local distributor Insight, a division of Memec (Asia Pacific), Xilinx will be exhibiting and presenting a paper at all three IIC events. China is one of the fastest growing semiconductor markets, and local designers are looking for IC solutions covering the entire range of applications. A team of experienced technical and sales support staff will be on hand in the Xilinx booth to help designers choose the right PLD products to fit their needs.

1999 N.A. Trade Show Schedule

Feb. 1-4	ICEPD99 (Portable Design 99)	San Diego, Calif.
Feb. 21-23	FPGA99 Conference	Monterey, Calif.
Mar. 15-19	ICASSP99	Phoenix, Ariz.
April 26-28	DSP Spring Conference 99	Santa Clara, Calif.
April 99	FCCM Conference 99	Napa, Calif.
May 24-27	PC Developers Expo 99	Santa Clara, Calif.
June 9-11	WITI Technology Summit 99	Santa Clara, Calif.
June 21-25	36th Design Automation Conf.	New Orleans, La.
Nov 1-4	DSP World / ICSPAT Conf. 99	Orlando, Fla.

European Trade Show Schedule

April 13-16	Intertronic	Paris
April 14-15	Electronic Design Solutions	NEC Birmingham
May 11-12	PLD Days - UK	Sandown, UK
May 18	PLD Day - Sweden	Stockholm
May 26-27	Embedded Systems Show	Olympia, UK
June 2-4	Embtech World 99	Paris
Sept. 10-14	IBC 99	Amsterdam
Oct. 10-17	Telecom 99	Geneva
Nov. 1-2	IP Europe 99	Edinburgh
Nov. 16-18	Embedded Systems Conf. 99	Maastricht

Japanese Schedule

June 30	Japan FGPA/PLD Conf. 99	Tokyo
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South East Asian Schedule

April 8-9	IIC '99	Guanzhou, China
April 12-13	IIC '99	Shanghai, China
April 15-16	IIC '99	Beijing, China
Oct. 21-22	EDA&T	Hsinchu, Taiwan
Oct. 25-26	EDA&T	Beijing, China
December	Multi-Tech	Taipei, Taiwan

For more information about Xilinx worldwide trade show programs, please contact one of the following Xilinx team members or see our Web page at: www.xilinx.com/company/tradeshows.htm

For North American shows, contact Darby Mason-Merchant at: darby@xilinx.com

For European shows, contact Andrea Fionda at: andrea.fionda@xilinx.com

For Japanese shows, contact Tetsuo Souyama at: tetsuo.souyama@xilinx.com

For Southeast Asian shows, contact Mary Leung at: mary.leung@xilinx.com