

**For Immediate Release**

**Press Release**

**Don't Miss DVCon 2013 Next Week**

*Accellera Systems Initiative Day Includes Town Hall Luncheon*

Louisville, CO – February 21, 2013 – Beginning next week, the 2013 Design and Verification Conference (DVCon), sponsored by Accellera Systems Initiative, will be in full swing. DVCon 2013 will be held February 25 - 28 at the DoubleTree Hotel in San Jose, California.

Conversation Central, an online industry video program & podcast, featured DVCon 2013's General Chair, Stan Krolikoski, Ph.D. and Technical Program Chair, Ambar Sarkar, Ph.D. last week to discuss the evolution of DVCon over the last 25 years and what makes it so special to attendees. To view the full interview, please visit <http://bit.ly/11L2xSh>.

**Excerpts from the interview on Conversation Central:**

"The focus of DVCon has become the users," stated Krolikoski. "The actual everyday Joe and Jane engineer who are designing and verifying - what do they need to get their job done? The key is imparting knowledge. I want the newbie who comes, who is just starting out in design and verification, to learn a lot. And I also want someone like Ambar to come around and get just one nugget out of the conference that makes him say, 'I could use that at work.'"

Sarkar added, "When I first came to the conference in 1995 I could see that there was a community...and I see that community still meeting today, coming together to talk about day-to-day problems in verification. The specific problems have changed, but the spirit is still the same." To learn more about the 2013 technical program, please visit an introduction from Sarkar at [http://dvcon.org/2013\\_technical\\_program\\_0](http://dvcon.org/2013_technical_program_0).

Krolikoski also discussed the highlights of DVCon during an interview for Chip Estimate TV. To view the interview, please visit [http://youtu.be/tpKqX\\_7axxA](http://youtu.be/tpKqX_7axxA).

The first day of the conference will kick off with Accellera Systems Initiative Day which will include in-depth tutorials on UVM, UPF, SystemC and SystemVerilog. A Town Hall luncheon on Monday will also give attendees an opportunity to discuss their most important questions about standards in an open format with Accellera representatives.

To view the complete four day program, please visit the conference website at [www.dvcon.org](http://www.dvcon.org).

Registration is available online. Complimentary registration is available for the exhibits, keynote and panels.

DVCon is the premier conference for discussion of the functional design and verification of electronic systems. DVCon is sponsored by **Accellera Systems Initiative**, an independent, not-for profit organization dedicated to creating design and verification standards required by systems, semiconductor, intellectual property (IP) and electronic design automation (EDA) companies. For more information about Accellera, please visit

[www.accelera.org](http://www.accelera.org). For more information about DVCon, please visit [www.dvcon.org](http://www.dvcon.org).  
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