



DATE 09
April 20-24, 2009
Nice Acropolis, France

London, February 17th, 2009

ARTEMISIA Association and DATE Join Forces

DATE09, the major global electronics event is to stage a joint conference with ARTEMISIA Association this year, which could increase attendance to over 5,000 researchers, engineers, executives and policy makers from industry, academia and public authorities.

The involvement of ARTEMISIA Association, which was founded to strengthen Europe's advanced research and technology position in embedded intelligence and systems and to attain world-class leadership, is good news for DATE09, which already has a record number of submissions this year.

'We are delighted that it was possible to co-locate the DATE09 and ARTEMIS annual event,' said DATE09 General Chair Prof. Luca Benini. 'All stakeholders in our industry, including research, design and management, will benefit from the efficient opportunities a central European event is offering.'

'The activities of ARTEMISIA perfectly fit with DATE's ambition to continue to be the world's premier conference in system level design excellence and industrial applications innovations', adds DATE09 Technical Programme Chair, Prof. Bashir Al-Hashimi.

'We anticipate this combined event to be of special importance to all those involved in embedded system design and deployment, as well as for policy makers,' said Dr Klaus Grimm of Daimler and President of ARTEMISIA. 'We hope that this combined event will inspire and further stimulate collaboration between companies, research institutes, and SMEs, together with the EU and national public funding authorities.'

The comprehensive conference technical programme includes keynotes delivered by industry and academia leaders including Mike Muller, Chief Technology Officer, ARM and by 2007 Turing Award winner, Joseph Sifakis, Verimag Laboratory, Grenoble.

The conference will take place at the Acropolis, Nice, France from 20-24 April 2009. For further information, please visit: <http://www.date-conference.com/>.

Notes to Editors:

ABOUT DATE

Since 1998 the Design, Automation & Test in Europe (DATE) conference and exhibition is the main European event bringing together designers and design automation users, researchers and vendors, as well as specialists in the hardware and software design, test and manufacturing of electronic circuits and systems. The five-day event consists of a conference with plenary invited papers, regular papers, hot-topic sessions, tutorials and workshops, two special focus days and a track for executives. The scientific conference is complemented by a commercial exhibition. User group meetings, fringe meetings, a university booth, a PhD forum, vendor presentations and social events offer a wide variety of extra opportunities to meet and exchange information.

ABOUT ARTEMISIA ASSOCIATION

The ARTEMISIA Association was founded in January 2007 by Daimler, Nokia, Philips Electronics, STMicroelectronics and Thales to support the ARTEMIS Joint Undertaking (JU). ARTEMISIA nurtures the ambition to strengthen Europe's position in embedded intelligence and systems and to attain world-class leadership in this area. It creates the meeting place where key industry players and other R&D actors identify topics for major R&D projects that they want to pursue together, form consortia and initiate project proposals for joint collaboration. ARTEMISIA already has more than 160 members and associates. Large firms, SMEs, universities and research institutes active in the area of embedded systems are encouraged to join.

ARTEMISIA aims for: Self-Sustaining Innovation Ecosystems for European Leadership.

Press Contacts:

DATE 09 General Chair – Luca Benini, University of Bologna, Italy – lbenini@deis.unibo.it

DATE 09 Programme Chair – Bashir Al-Hashimi, University of Southampton, UK – bmah@ecs.soton.ac.uk

DATE 09 Press Chair - Fred Santamaria, France - fredmarcom@aol.com

DATE'09 Event Management – Sue Menzies, European Conferences, UK - tel: +44 131 225 2892, sue.menzies@ec.u-net.com