



DVCon Europe Announces Keynotes for 2019: Lars Reger, NXP Semiconductors, 'Safe Computing at the Edge', and Preeti Nagarajan of Ericsson, 'Enabling Technologies and the Future of Networks'

Munich, Germany – September 4th, 2019 - The Design and Verification Conference & Exhibition Europe (DVCon Europe), to be held in Munich on October 29th and 30th and sponsored by Accellera Systems Initiative, has announced two keynote speakers. Lars Reger, Chief Technology Officer and SVP Technology at NXP Semiconductors, will talk about 'Safe Computing at the Edge' and Preeti Nagarajan, Head of Strategy for Networks at Ericsson will present 'Enabling Technologies and the Future of Networks'.

Lars Reger will explore the challenges en route to an ever smarter on-demand world. Advances in two areas have spurred the evolution of electronics in the last few years: connectivity on the one side, storage and processing power of the cloud on the other. They were the starting point for manufacturers to make their devices smarter: from a wristwatch to a connected vehicle. Smarter than a stand-alone device could ever be, and in addition, capable of self-learning.

However, the cloud has reached its limits: to reliably monitor an entire production site or drive a fully autonomous car through traffic, processing all data in the cloud becomes simply too slow, too bandwidth-hungry, and too insecure as a single point of service. Therefore, edge computing is where the action is and will be; directly at the smart device.

Mastering edge computing with the right level of safety and security is critical to the deployment of artificial intelligence in the mass market.

Preeti Nagarajan's speech will delve into the dilemmas involved when quicker innovation is needed in order to enable technologies to support complex systems in a consolidating and geo-politically polarized industry landscape.

Network traffic grows at a near exponential rate and operators will need to add 30% capacity every year while keeping both OPEX and CAPEX under control. In addition, network

architecture is impacted by disaggregation, openness and virtualization. Clarity in architecture is essential while at the same time, networks must evolve to use pro-active network insights and analytics enabled solutions. The digitalization of several functions on sub-system level increases the importance of the SoC in a system. As the need increases, we also see that the industry landscape supporting several enabling technologies including SoCs is consolidating.

The technical programme for DVCon Europe is now available and registration is open, with advance reduced rates until September 27th. See <https://dvcon-europe.org/registration/rates>

ABOUT THE SPEAKERS

Lars Reger has been Chief Technology Officer (CTO) and Senior Vice President (SVP) Technology at NXP Semiconductors since December 2018 and was formerly Senior Vice President and CTO of NXP Automotive. Prior to joining NXP in 2008, Lars gained deep insight into the microelectronics industry - with a strong focus on the automotive sector - in various functions with Siemens, Infineon, Siemens VDO and Continental. Before joining NXP, Mr Reger was Director of Business Development and Product Management within the Connectivity business unit at Continental. His past roles at Infineon included Head of the Process and Product Engineering departments, Project Manager for Mobile System Chips, and Director of IP Management. He began his career with Siemens Semiconductors as Product Engineer in 1997. Lars holds a university degree in physics from Rheinische-Friedrich-Wilhelms University of Bonn and an executive MBA from London Business School.

Preeti Nagarajan has been Head of Strategy for Networks at Ericsson since December 2018. She is responsible for the business development of the networks operations and provides strategic direction as to how the company invests in its existing and future networks portfolio. Previously she headed up R&D for multi-standard radio and indoor products, contributing to advancing the company's vision through innovation, technology, and sustainable business solutions. She also led Industry Area Telecom at group level, working on diverse telecom strategies and thought leadership for next-generation technologies such as 5G. Nagarajan joined Ericsson in 2006 as a systems engineer, having previously worked with broadband access networks and as a network engineer intern at Verizon in the US. She graduated from Madras University with a Bachelor of Engineering in Electronic Engineering. She holds a Dual Master's degree from University of North Texas and has specialization in Wireless Communication from KTH Royal Institute of Technology.

ABOUT DVCON EUROPE

The Design and Verification Conference & Exhibition in Europe (DVCon Europe) is the leading European event covering the application of languages, tools and intellectual property for the design and verification of electronic systems and integrated circuits. Sponsored by [Accellera Systems Initiative](#), and one of several DVCon events around the globe (see below), DVCon Europe brings chip architects, design & verification engineers, and IP integrators the latest methodologies, techniques, applications and demonstrations for the practical use of EDA solutions for electronic design. For more details, visit www.dvcon-europe.org. Follow #dvconeurope on Twitter.

DVCON AROUND THE GLOBE

DVCon India is to be held at the Radisson Blu Bengaluru, Bangalore on 25th and 26th September 2019.

DVCon U.S. will be held at the DoubleTree, San Jose from March 2nd to 5th 2020. DVCon China will be held at the Parkline Century, Shanghai on 15th April 2020.

ABOUT ACCELLERA SYSTEMS INITIATIVE

Accellera Systems Initiative (Accellera) is an independent, not-for profit organization, dedicated to create, support, promote and advance system-level design, modeling and verification standards for use by the worldwide electronics industry. The organization accelerates standards development and, as part of its ongoing partnership with the IEEE, its standards are contributed to the IEEE Standards Association for formal standardization and ongoing change control. For more information, please visit accellera.org. For membership information, please email membership@accellera.org. Follow @accellera on Twitter or to comment, please use #accellera.

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