

## Semiconductor SIG

## 'Unlocking New Semiconductor Opportunities in Connectivity'

20<sup>th</sup> May 2010

Hosted by



*Championed by Eric Schorn of ARM, Peter Claydon of Silicon SouthWest  
& Carson Bradbury of Cre8Ventures*

**Venue – CSR, Churchill House, Cambridge Business Park, Cowley Road, Cambridge, CB4 0WZ**

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**AGENDA**


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13:45 **Registration & Networking Over Tea/Coffee**

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14:15 **Welcome & Introduction to the Semiconductor SIG by Eric Schorn of ARM**

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14:25 **Welcome & Presentation from our host, CSR by Ibrahim Al-Rashdan, Head of Product Marketing**

Ibrahim Al-Rashdan, in his current role as Head of Product Marketing, is responsible for industry analysis, competitive strategy and value maximisation in the Handset Business Unit at CSR. Prior to this, Ibrahim spent considerable time travelling around Asia and working with a number of tier-1 and tier-2 handset OEMs on introducing some of the key connectivity innovation from CSR. Ibrahim started his career at CSR in R&D programme management, where he championed a number of key developments and top selling products for variety of market segments. [www.csr.com](http://www.csr.com)

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**A series of short presentations from the other panellists, chaired by Peter Claydon of Silicon Southwest**

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14:40 **Mike Muller, Chief Technology Officer, ARM**

Mike Muller was one of the founders of ARM. Before joining the Company, he was responsible for hardware strategy and the development of portable products at Acorn Computers. He was previously at Orbis Computers. At ARM he was VP, Marketing from 1992 to 1996 and EVP, Business Development until October 2000 when he was appointed Chief Technology Officer. In October 2001, he was appointed to the board.

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14:50 **Gordon Lindsay, Associate Director of Broadcom Europe**

Gordon has now been in the semiconductor business for over 25 years. He has worked for a number of different European, Asian and US companies in that time. For the last eight years he has been working with Broadcom on various wired and wireless communications projects covering wireless LAN, Bluetooth, GPS and NFC.

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15:00 **Ben Timmons, Senior Director of Business Development, Qualcomm**

Ben has worked for Qualcomm in Europe since 2002, when he left O2 following a series of marketing and strategy jobs in the mobile and fixed operator industry. At Qualcomm Ben is responsible for marketing and business development for the chipset division of Qualcomm in the UK and works with operators and OEMs to promote the benefits of Qualcomm's mobile baseband, RF and power management chips, including the Snapdragon chipset.

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15:10 **Tim Fowler, Commercial Director, Cambridge Consultants**

Tim runs the broadband wireless activities at Cambridge Consultants. As a serial innovator, Cambridge Consultants has produced a number of world firsts in the rapidly evolving area of broadband wireless. Tim specialises in using the company's high-quality and high-productivity development processes to enable clients to be leaders in this exciting market.

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15:20 **Panel Discussion Session chaired by Peter Claydon of Silicon SouthWest**

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16:20 **Closing Remarks from Peter Claydon of Silicon SouthWest**

16:25 **Complete Evaluation Forms**

16:30 **Networking over Tea/Coffee**

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17:15 **Event Closes**

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*With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event*

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## **Profile of our Host**

### **CSR**

CSR is the leading global provider of personal wireless technology and its product portfolio covers Bluetooth, GPS, FM receivers and WiFi (IEEE802.11). CSR offers developed hardware/software solutions, based around its silicon platforms that incorporate, fully integrated radio, baseband and microcontroller elements.

CSR's customers include industry leaders such as Apple, Dell, LG, Motorola, NEC, Nokia, Panasonic, RIM, Samsung, Sharp, Sony, TomTom and Toshiba.

CSR has its headquarters and offices in Cambridge, UK, and offices in Japan, Korea, Taiwan, China, India, France, Denmark, Sweden and both Dallas and Detroit in the USA. [www.csr.com](http://www.csr.com)

### **Cambridge Wireless**

Cambridge Wireless is a leading and vibrant wireless community with a rapidly expanding network of companies interested in the application of wireless technologies.. In addition to VIP networking activities and business development support, we run a number of Special Interest Groups focussed on specific technology and/or market areas, providing opportunities for member organisations to meet, form partnerships and exploit opportunities for new business. Cambridge Wireless has a number of partnerships with like-minded organisations around the world, and we endeavour to keep members fully up to date with the latest developments, and assist in exploring new business opportunities with local and international companies. For more information, please visit our website: [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## **Profiles of our SIG champions**

### **Eric Schorn, ARM**

Eric has over 18 years of experience across the semiconductor industry. He has held a variety of roles during his 11 years at ARM, including engineering, engineering management, product marketing, ecosystem development, through to demand generation. Prior to this he was a processor and ASIC designer at IBM. He holds 14 US patents. <http://arm.com>

### **Peter Claydon, Silicon SouthWest**

Peter Claydon is currently a consultant to a number of technology companies, as well as being an ambassador for Silicon SouthWest. Prior to January 2010 he was Chief Operating Officer of picoChip, a company that he co-founded in 2000. At picoChip he was responsible for the development and commercialization of the company's semiconductor products and reference designs for 3G and WiMAX wireless systems, along with raising three rounds of venture capital funding. Prior to founding picoChip he served in a variety of engineering and managerial positions in Marconi, Brooktree and Pioneer, and was general manager of Oak Technology Ltd, which was acquired by Conexant Systems Inc in early 2000.

### **Carson Bradbury, Cre8Ventures**

Carson is currently launching the European Microelectronics Academy (EMA) alongside a leading Venture Capitalist, founders of ST Microelectronics, founder of Mirics, NTL, Imagination Technology, CSR, Element-14+ ICERA Semiconductor, Oxford Semiconductor and a high profile Radio & Television Journalist. He has held numerous positions during his 10 year tenure with his employer Mentor Graphics (NASDAQ:MENT). In 2003 he innovated and led Cre8Ventures, a microelectronics investment vehicle, which he has taken from the UK across to mainland Europe. After Caron's first term at Mentor he left to launch his own software start-up, Cobault Limited, which he successfully took to an organic profitability. Prior to this Carson identified and developed a new market for Rohm Electronics, and before this he was an electronic engineer. [www.cre8Ventures.com](http://www.cre8Ventures.com)