

ADS Monday, February 20, 2012 | IDS Tuesday, February 21, 2012

# Industry Demonstration Session and Academic Demonstration Session

## What is IDS/ADS?

- Demonstration Sessions are designed to increase the opportunities for ISSCC Speakers to illustrate their research results face-to-face with Conference attendees, and allow for a more hands-on experience. ISSCC 2012 will organize a new event, the Academic Demonstration Session (ADS), for the presentation of concrete research results from academia. Correspondingly, as well, ISSCC will continue to offer the Industry Demonstration Session (IDS) for industrial research.

These Sessions will:

- Demonstrate operation of your chip to a worldwide audience of technical experts attending ISSCC.
- Provide opportunity for in-depth discussion of results with attendees.
- Record your demonstrated achievement (video recording of your demonstration will be posted after the Conference).

## Conditions of Participation:

Papers accepted for presentation at the Conference are eligible for consideration for inclusion in the Demonstration Sessions. To be considered for participation in these Sessions, authors, at the time of paper submission, must so indicate using the IDS/ADS box on the paper-submission website and submit a one-page description of their potential demonstration which can include an extra illustrative figure. Refer to the ISSCC website for further information.

## How to Prepare a One-Page Demonstration Description:

The technical innovation of your paper will have been described in your submitted manuscript. Thus, in the one-page demonstration plan, you should provide an overview of the demonstration itself. It is recommended that this include: A sketch/photo of the demonstration setup; a description of the system that will be assembled with your chip; and a brief summary of how the setup will confirm technical advances provided by your chip/system.

## Contact Information:

Details available in the IDS/ADS section of the ISSCC Website: [www.isscc.org](http://www.isscc.org)

Questions can be directed to either:

**Prof. Hoi-Jun Yoo**, *IDS Session Chair*, [hjyoo@ee.kaist.ac.kr](mailto:hjyoo@ee.kaist.ac.kr) or  
**Bill Bowhill**, *ADS Session Chair*, [bill.bowhill@intel.com](mailto:bill.bowhill@intel.com)

**Firm Deadline for Electronic Submission of Papers:**  
 Monday, September 12, 2011 by 3:00 pm EDT (19:00 GMT)

