

## **Monte Jade September Green Tech/EICT Forum:**

### **“Good Old Tricks in New Games – emerging IC, electronics, and software technologies with applications in green energy**

#### **Introduction:**

Green Technology has been one of the hottest areas touting substantial growth in an otherwise recessionary environment. What does this mean to the electronics industry, its business partners and customers? Specifically, can electronics really make a difference in the green world, or is this just a grab for capital? What sorts of developments are expected to have the funding for green things to stimulate in the electronics community? What is the role of each technology sector in improving energy efficiency, and whether advances in those areas are fundable. To address these and other questions, Ron Wilson, the Executive Editor of the EDN magazine will be the moderator to lead a panel of industry experts, venture capitalists and customers for a vibrant discussion.

#### **Moderator:**

Ron Wilson, the Executive Editor, EDN magazine

#### **Panelists:**

Jim Diller, VentureTech Alliance

Bill Orner, VP of Engineering, OptoElectronix

Erfan Ibrahim, Technical Executive, AMI/Han Lead, Power Delivery  
& Utilization, Electric Power Research Institute (EPRI)

Sudhir Mallya, Director, SoC Solutions Strategic Business Unit,  
NEC Electronics America, Inc.

Chih Kai Cheng, Founder and General Partner, Harbinger Venture

**Date: September 15 (Tuesday), 2009**

**Time: 6:30-9:30pm**

**Place: Hong Fu Restaurant (大鴻福餐廳)**

**20588 Stevens Creek Blvd., Cupertino, CA 95014**

**Register: please visit [www.montejade.org](http://www.montejade.org)**

**Please register in advance and pay on site**

**Fee: Member & Student \$25, Non-Member \$30,  
extra \$5 for site registration**



### **Ron Wilson**

Ron Wilson, *EDN's* executive editor, boasts a checkered career reaching back to the dawn of medium-scale integration, whatever that was. As a design engineer for Tektronix, Inc. he developed bus interfaces and participated in processor- and graphics-engine architecture and design, as well as evaluation engineering and software-driver development. The most tangible project in which he participated led to—arguably—the first engineering workstation, unknown today except for its minor supporting role in the original *Battlestar Galactica* television series.

Later an exile from engineering, Ron wandered through the realms of training and marketing before landing happily in the editorial world, first with *Computer Design Magazine* in the mid-1980s. From there he moved to CMP Media, where he wrote for *EE Times* and was briefly involved with *ISD Magazine*. His primary interests are system design based on highly-integrated ICs, the interaction of chip and software engineering and the future of design practice in the increasingly global electronics community.



### **Jim Diller**

Jim is a semiconductor industry veteran with 20 years of senior management experience. Most recently, Jim managed an investment fund doing angel investing in start-up companies.

Prior to his investment management role, Jim was CEO of Altos Semiconductor, a start-up company in thermal and system management, which was later sold to Micrel. He has also held various positions at National Semiconductor, including Vice President of the System Products Group.

Jim holds a BS in Electrical Engineering and Computer Science from UC Berkeley. Jim serves on the board of directors of Abound Logic (formerly M2000), Advasense, BridgeLux, Exclara, Optichron, Powervation, and Mach Energy. Jim also is a board observer at Axiom Microdevices, Aquantia, and SVTC.



**Bill Orner**

Mr. Orner has over 25 years experience managing research and development engineering for commercial and consumer electronics product companies including Philips, Transmeta, PortalPlayer, and Diablo Research.

During his tenure at Philips, he led the engineering team responsible for WebTV and TiVo products, which have generated hundreds of millions of dollars in revenue.

At Transmeta, Orner led the team that designed ultra-high-efficiency mobile computing products, which are, to this day, unmatched in power efficiency. This power efficiency technology was designed into one of the top three video game consoles.

Orner has been a “behind the scenes” engineering leader on numerous other technology projects, including the Flip Video Camera, the iPod, WebTV, TiVo, and the GE Spacenet satellite transceiver.

Mr. Orner has a BSEET from Northeastern University and an MSTM from Pepperdine University. He is a member of the IEEE, LEOS and ASME, and has served as the secretary of the AES. He is currently the chairman of the Santa Clara Chapter of the IEEE Consumer Electronics Society.



**Dr. Erfan Ibrahim**

Dr. Erfan Ibrahim is a Technical Executive at the Electric Power Research Institute (EPRI). His current research activities focus on the communications infrastructure for the utility Smart Grid with particular emphasis on home area networks, advanced metering infrastructure, building automation networks, and energy management systems.

Before joining EPRI, Ibrahim founded and managed The Bit Bazaar LLC (TBB), a full service IT and business consulting firm offering services to clients in the high tech, financial services, and energy sectors. At TBB Ibrahim focused on wireless communications, network management, and information security technologies with a

particular emphasis on aligning the IT goals of his clients with their business goals for sustained competitive advantage.

Prior to establishing The Bit Bazaar LLC, Ibrahim's career included the following positions: VP of Sales & Marketing at Jyra Research, Product Manager for Network Management at Pacific Bell Network Integration (now AT&T), Science and Math Lecturer at National University, Nuclear Fusion Research Engineer at UCLA, and Plasma Physicist at Lawrence Livermore National Lab. Ibrahim received a Bachelor of Science in physics from Syracuse University, a Master of Science in mechanical engineering from the University of Texas, Austin, and a doctorate in nuclear engineering from the University of California, Berkeley.



**Sudhir Mallya**

Sudhir Mallya is a director in the Custom SoC Solutions Strategic Business Unit for NEC Electronics America where his responsibilities include defining the marketing strategy and managing the company's custom silicon business for smart grid applications. He is also responsible for developing the company's customer-owned tooling (COT) and foundry business.

Mr. Mallya has been with NEC Electronics America since 1992. During this time, he has held engineering and management positions in the areas of ASIC design, ASIC strategic marketing and business development for consumer ASIC applications, including managing the deployment of the company's leading-edge embedded DRAM technology into the Microsoft Xbox 360 game console.

Previous to joining NEC Electronics America, Mr. Mallya was with Digital Equipment Corporation (DEC), responsible for the design of custom analog integrated circuits (ICs) for the company's hard disk-drive division.

He has a master's degree in electrical engineering from University of Cincinnati and a bachelor's degree in electrical engineering from Indian Institute of Technology, Bombay. Mr. Mallya represents NEC Electronics Corporation as a board director on the HomePlug Powerline Alliance and is on the ZigBee/HomePlug joint steering committee. He is also a long-time member of the Institute of Electronic and Electrical Engineers (IEEE) professional association.



**Chih Kai Cheng (鄭志凱)**

Mr. Cheng is the co-founder and General Partner of Harbinger Venture, a pan-Pacific venture capital firm actively investing in US, Taiwan, and China.

Mr. Cheng currently sits on the boards of Applied Optoelectronics Inc., Cardiva, Envivio, General Photonics, and Quintic. His previous investment includes Actrans (acquired by SSTI), Arques (acquired by California Micro Devices), Celestry (acquired by Cadence), Centrality (acquired by SiRF), Paxera (acquired by NeoPhotonics), Plaxo (acquired by Comcast), Synnex (listed in NYSE), and Tasman Networks (acquired by Nortel).

Prior to founding Harbinger Venture in 2000 with the anchor investment from MiTAC/Synnex Group, Mr. Cheng was Senior Vice President of Product Marketing at Synnex (NYSE:SNX). In his 8-year tenure with Synnex, he held various management responsibilities ranging from product line management, engineering, manufacturing operations, new business development, to corporate development. Prior to joining Synnex, Mr. Cheng was in charge of American MiTAC, MiTAC's US operations which later became a business unit under Synnex.

In the area of community service, Mr.Cheng was the Chairman of Monte Jade Science and Technology Association, a prominent Chinese association of technology and business professionals in Bay Area, in 2007. He also writes regularly for several magazines on business thoughts, trends, and philosophy.

Mr. Cheng received his MBA from National Chiao-Tung University, Taiwan, and B.S.in Physics from National Tsing-Hua University, Taiwan.