

cadence

expands its world electronic design network to Ottawa

“Ottawa is recognized worldwide as a leading-edge centre of excellence in high technology, particularly in telecommunications design,” says Jim Hjartarson, Vice-President of Product Design Services for U.S.-based Cadence Design Systems Inc. “That’s why we are here. Our Ottawa Cadence Design Centre will capture new international markets for this region as we tackle the most demanding product design challenges of the world’s leading electronics manufacturers.”

Hjartarson is talking about the new \$10 million electronics design centre that Cadence is building in the national capital’s high-technology cluster. The centre is the latest in an international chain of R&D labs, each with its own specialized role, that Cadence calls “The Design Factory Network™.” Announced in May 1997, the Ottawa centre hit the ground running, tackling its first design projects even while its facilities were under construction. Within months it had landed \$30 million worth of contracts and expects its start-up staff of 20 to grow to 120 in the first year.

Cadence is the world’s leading supplier of Electronic Design Automation (EDA) — advanced software tools and techniques that automate the design of smart electronic

components. Using EDA, designers can create systems in days or hours that would take weeks or months by conventional means.

Designers need all of that speed and more as electronics manufacturers meet an explosion of demand for computer-based capability in everything from dishwashers and talking dolls to heavy-duty telecommunications equipment.

Cadence’s services allow these companies to concentrate the skills of permanent, in-house staff on core responsibilities while bringing in outside expertise for heavily detailed electronic design tasks.

Within Cadence’s international network, the assigned global mandate of the Ottawa centre is the application of EDA to telecommunications designs and the production of chips, circuits, switchboards and other components, as well as whole products.

As Jim Hjartarson points out, Canada’s national capital region has assets in that role that edged out other North American locations the company was considering.

“We felt that this was one of the few places in the world where we could quickly assemble an integrated team to compete in this fast-growing, multi-billion dollar market.”

Furthermore, Cadence’s Ottawa neighbours include such world-famous names in telecommunications as Nortel, Mitel, Newbridge (and its fast-growing subsidiary, Tundra) and MCI’s SystemHouse division.

Operating in this environment, the new centre will have several functions. One is contract consultation and design services to telecommunications companies, locally and throughout the world. In this role the Ottawa R&D team will use Cadence’s proprietary EDA tools, as well as those of other companies to help clients bridge the critical gulf

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between the concept and the final fabrication of system components. They will also create and produce whole prototype products from scratch including “ruggedization” — the design of the sturdiness necessary to ensure consistent quality in mass production.

The Ottawa R&D team will also work with other Cadence R&D centres worldwide in the development of advanced electronic design and analysis tools.

The Ottawa centre is ideally positioned to integrate telecommunications capability into non-telecommunications products — for instance home security systems, remote turn-on switching of home appliances, the dialing up of movies and other applications.

Putting Cadence’s establishment of the Ottawa centre into world context, Jim Hjartarson says, “A revolution in the applications of electronic systems is under way and designers are under the gun.”

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