



# Engaging Modeling Community

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# Easy Question First: Model Standard or Standard Model?

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**Both, of course, and much more than that!**

- Without model standards designers would not know what to expect from the model
  - Standard model concept is also instrumental in providing **adequate infrastructure** for the model development
  - This question is best addressed to both **circuit designers** and **model developers**
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# Compact Modeling Center ?

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- Definite geographic location will add depth, assures “institutional memory”, encourage long-term planning and adds quality to (i) **model** development, (ii) **implementation**, (iii) **support** and (iv) **education** of both users and students
  - We need more than one compact modeling research program, but **most of them should be at the “proof of concept” level** feeding their best results into the center-based standard model.
  - This will encourage **innovation** and **risk taking**, and increase the level of **cooperation**.
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# Technology Transfer: SP/PSP Experience

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- Model users (industry!) should be actively engaged at all stages of model development and implementation
  - “Standard model” concept is useful as an instrument for interaction with large number of model users
  - If some industrial groups are willing to participate in model development directly this is a major advantage
  - Technology of model transfer should become standard
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# Two Views of University-Industry Interaction

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## Wrong view

Industry is a customer that defines the model and pays for its development at the University

## Correct view

Industry and University are partners with common goal and shared responsibilities at all stages of model development and implementation

- Universities should learn how to focus on the industry needs.
  - Industry should develop better understanding of what Universities can and cannot (or should not) do.
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