

PRESS RELEASE

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ROGER GRACE ORGANIZES AND CHAIRS NANO & MEMS / MST / MICROMACHINES SESSION AT SENSORS EXPO 2008 CHICAGO

***Latest Technological Advances and Commercialization Issues to Be Featured in All-Day Session;
Mr. Grace to Make Presentation on Barriers to Commercialization of MEMS and Nanotechnology***

Naples, FL –March 5, 2008--- Roger Grace, President of Roger Grace Associates, a high-technology marketing consulting firm specializing in Micro and Nanotechnology commercialization has organized and will chair a technical session at the Sensors Expo Chicago. The all-day session on Monday, June 9 will address *Nanotechnology and Microelectromechanical Systems (MEMS), Microsystems Technologies (MST), and Micromachines*. Mr. Grace will be joined by 20 other world recognized leaders representing North America and Europe in the Nano and MEMS/MST/Micromachines area to present information on commercialization issues, current research and development activities, and applications. Mr. Grace will also make a presentation on Barriers to the Commercialization of Micro and Nanotechnology. The exhibition and technical conference will take place at the Donald E. Stephens Conference Center in Rosemont, Illinois from June 9-11, 2008.

Mr. Grace stated,

“This all-day Nano and MEMS/MST/Micromachines session was developed to help inform the technical, technical management, and business community as to the major significance of these technologies and their far reaching applications from both a current and future perspective. Attendees will be provided with an overview of markets and the barriers to commercialization that have existed. In addition, we will have speakers addressing infrastructure issues including reliability, packaging, testing, and manufacturing. We expect the attendee to emerge from the session with a good knowledge of where we are, where we’re going, and what we need to do to help create a more commercially viable Nano and MEMS/MST/Micromachines industry.”

The morning keynote, “MEMS Piezoresistive Sensors, A Success Invisible Technology: Fifty Years and Counting” will be presented by MEMS industry pioneer Mr. Joseph Mallon Jr., founder and C.E.O. of

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except, Palo Alto, California. The afternoon keynote, "Nanomanufacturing Tools and Processes for Flexible Electronics and Sensor Applications" will be presented by Dr. Joey Mead of the University of Massachusetts at Lowell. In addition, there will be two invited presentations. Dr. Daniel McCormick of Advanced MEMS will present "Real-Time Three Dimensional MEMS-Based Bio-Photonics Imaging for Clinical Environments". Mr. Florin Ciontu of NanoSPRINT will present "Micro and Nano Sensors in Smart Textiles: Technology Drivers and Applications". A panel discussion comprised of industry experts on the topic "*Barriers to the Commercialization of Nano and MEMS/MST/ Micromachines: Successfully Transitioning Products from the Lab to the Fab*" will conclude the session.

.The Sensors Expo Technical Conference will take place from June 9-11. The three-day conference will offer three intensive full-day tutorials and 54 conference sessions. Topics include green sensing, wireless sensors, machine health and predictive maintenance , sensor standards and embedded intelligence and emerging technologies and applications. The two day technical exhibition runs June 10 and 11.

ABOUT ROGER GRACE ASSOCIATES

Roger Grace Associates, founded in 1982, is located in Naples, Florida and provides comprehensive strategic marketing consulting and public relations services to domestic and overseas high-technology-based clients. The firm specializes in the commercialization of technology in the semiconductor, semiconductor equipment, Nano and MEMS/MST/Micromachine marketplaces.

ABOUT SENSORS EXPO

Sensors Expo and Conference is the leading sensor event in North America exclusively focusing on sensors and sensor-integrated systems. The conference program is dedicated to exploring the most up-to-date innovations in sensor technology including physical sensors, sensor networks, biosensors, MEMS/Nanotechnology, instrumentation and controls, intelligent systems, machine-to-machine communication, wireless sensing and IT technology. Sensors Expo and Conference identifies cutting-edge trends, explores them in an information-packed conference program and reflects those trends throughout the exhibit floor with new product announcements, application presentations, technology focused tours and a showcase of hundreds of products and services.

Editor's Note: Editors are invited to attend the Sensor Expo Technical Session as well as the Exhibition free of charge. Please contact Ms. Meryl Franzman of Beyond Words at 617-739-1769 or franzman@beyondwords.com to register and request a press pass. A detailed agenda of the Nanotechnology and MEMS/MST/Micromachines session is attached for your convenience. Abstracts of the presentations are available online at [http:// www.rgrace.com](http://www.rgrace.com).