

**FOR IMMEDIATE RELEASE**

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**All-Day Special Session on MEMS-Based Systems Solutions and Integration Issues to be  
Featured at Microtech 2011**

**Agenda of 19 Speakers to Address Emerging Application Opportunities and Infrastructure Requirements**

**Naples, FL –May 23, 2011-** The Microtech Conference to take place at the Hynes Auditorium in Boston Massachusetts from June 12-16, 2011 will feature an all-day session on Thursday, June 16 entitled... “MEMS-Based Systems Solutions and Integration Issues” as part of this year’s extensive coverage of MEMS technology. The session has been organized and will be chaired by Roger Grace, President of Roger Grace, a leading MEMS marketing organization. In the all-day session, Mr. Grace will be joined by 18 other world recognized leaders in the microelectromechanical (MEMS) area representing North America, Asia and Europe. The session focus will be on the partitioning, integrating and creating of MEMS- based systems and their current and emerging applications.

Mr. Grace stated, “I have created this all-day session to encourage MEMS developers and users to think outside the chip... i.e. not about the MEMS device(s) exclusively but rather about the system solution which can be enabled by MEMS devices. It is well documented and well known that the typical MEMS device constitutes approximately 25-35% of the total solution cost of a MEMS-based system. The major cost factors are the other electronic components which make up the system in addition to the assembly, packaging and test. The object of the session will be to inform the technical, technical management, and business community about the critical importance of MEMS system integration issues and tradeoffs as well as the numerous examples of their far reaching applications from both current and emerging perspectives.”

“Attendees will be provided with an overview of the issues in creating MEMS-based system solutions especially in system co-design, reliability, packaging and testing functions. A number of the presentations will address current and emerging applications of the systems approach including display, microfluidics and magnetic sensor perspectives. We expect the attendee to emerge from the session with a broad and excellent knowledge of the important factors associated with the effective selection of system elements and the integration and creation of a MEMS-based system solution to optimally fulfill their application,” Mr. Grace continued, “We especially desire to encourage and facilitate the attendees to think outside the chip and to share the benefits of this approach with their colleagues”

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The keynote entitled, "Monitoring and Assessing the Structural Integrity of Infrastructure Systems" will be given by Professor Gerry Lynch of the University of Michigan Wireless Integrated Microsystems (WIMS) Institute. A panel discussion of industry pundits addressing the topic of "MEMS Technical and Business Collaboration Opportunities" will conclude the session.

**ABOUT MICROTECH**

The Microtech 2011 Conference and Exhibition will take place from June 13-16, 2011. Short courses run on June 13 with the three -day conference and expo program June 14-16. The Microtech Conference is part of the joint Techconnect World- Nanotech, Cleantech and Biotech Conferences all focused on providing commercialization matching between emerging technologies and corporate and investment partners representing most every industrial sector. For more information visit:

<http://www.techconnectworld.com/Microtech2011/>

**ABOUT ROGER GRACE ASSOCIATES**

Roger Grace Associates, founded in 1982, is located in Naples, Florida provides comprehensive strategic marketing, strategic communications and business development 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 marketplaces. For more information visit: <http://www.rgrace.com>