



Press Release

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Numetrics CEO Ron Collett to Participate in EE Times Virtual Conference Panel on SOC Economics

Cupertino, Calif: Sept. 15, 2009—Numetrics Management Systems Inc. CEO Ronald Collett this week will join three other executives on an EE Times SOC Virtual Conference panel to explore the immense challenges of today's semiconductor design projects. The panel, titled "[Economics of Next Generation SOC Design: A Node Too Far?](#)," will be hosted live online from 2-3 p.m. PDT Wednesday, Sept. 16.

Mr. Collett joins Steve Douglass, vice president, product development, Xilinx, Grant Martin, chief scientist, Tensilica Inc., and Sven Andersson, ASIC FPGA designer, Realtime Embedded AB, on the panel. Dylan McGrath, EE Times online editor, will moderate. Mr. Collett co-founded Numetrics, which provides a suite of enterprise software tools tailored to the unique needs of system and semiconductor product-development organizations.

"Justifying an SoC project today is a high-stakes proposition, given the generally accepted target of 10x return on investment," Mr. Collett said. "Half the cost of increasingly expensive SoC designs lies in engineering resources. Companies are searching for ways to quantify the complexity of their projects and create predictable schedules that maximize productivity of those resources."

He added: "EE Times is to be complimented for creating an innovative online venue to encourage industry conversations about semiconductor-design economics and improving ROI."

Register for the event by clicking on the following link:

http://seminar2.techonline.com/registration/wcRegForm_VCONC.cgi?sessionID=virtuals_how_sept1609. The event will be archived for future viewing.

About Numetrics Management Systems, Inc.

Numetrics (www.numetrics.com) provides a suite of software tools tailored to the unique needs of the R&D organizations in semiconductor and systems companies. The enterprise resource planning (ERP) software enables unprecedented predictability of chip development schedules, reliably measures project schedule risk and benchmarks product development performance against the industry's best-in-class. The company is headquartered at 20863 Stevens Creek Boulevard, Suite 510, Cupertino, Calif. Numetrics Management Systems is a trademark of Numetrics Management Systems, Inc. All other brands or products are the trademarks or registered trademarks of their owners.