



## Press Release

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### **Numetrics Founder and CEO to Deliver Keynote Address at International Electronics Forum in Geneva, Switzerland**

*Speech to outline ways industry executives can boost return on R&D by  
optimizing execution efficiency during global economic recovery*

**Cupertino, Calif: Aug. 24, 2009** — Against a backdrop of increasing technology complexity and the electronics industry's unique business challenges, Numetrics Management Systems Inc. founder and CEO Ronald Collett will deliver a keynote address at the International Electronics Forum (IEF), Sept. 30-Oct. 2, in Geneva, Switzerland.

Mr. Collett will speak on the topic "Raising the Bar on Semiconductor R&D Management, Execution & ROI." Mr. Collett in 2000 co-founded Numetrics, which provides a suite of enterprise software tools tailored to the unique needs of system and semiconductor product-development organizations.

The keynote, in keeping with the theme of the 18<sup>th</sup> IEF "Innovation, Vision & Strategy...Outsmarting the Competition," comes at a crucial moment for the electronics industry. Despite signs of global economic recovery, companies are being forced by changes in industry business models and the rapid evolution of technology to redefine and restructure how they manage semiconductor R&D and product development.

"Just because the industry is recovering doesn't mean all boats will rise equally with the tide," Mr. Collett said. "This recession marks a historic transition for the industry, which soon will be almost completely fables. Engineering executives who understand that their primary operational advantage today is efficiently managing new-product development—not manufacturing—will be those whose companies survive and thrive."

Mr. Collett will address one of the primary questions before the industry: Namely, how engineering executives can manage large, globally-dispersed development teams, while

integrating complex logic, IP cores, analog and mixed-signal circuitry and embedded/platform software—all while trying to hit tight market windows.

He will describe ways to create project-development processes that:

- Afford real-time decision-making
- Enable rapid redeployment of resources
- Allow development portfolios to be managed across many dimensions, including resource allocation, schedule predictability, technical requirements and market risk mitigation.

The conference will be held at the Geneva Ramada Encore Hotel. More details are available at [www.futurehorizons.com/page/9/international-electronics](http://www.futurehorizons.com/page/9/international-electronics)

**About Numetrics Management Systems, Inc.**

Numetrics ([www.numetrics.com](http://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.