

# P R E S S   R E L E A S E

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## ROGER GRACE ORGANIZES AND CHAIRS MEMS SESSION AT INAUGURAL SENSORS TECH FORUM BOSTON

### *MEMS Enabled High-Volume Commercialization Opportunities Presentations and Barriers to Commercialization Panel to Be Featured in All-Day Session*

**Naples, FL –August 24, 2011---** Roger Grace, President of Roger Grace Associates, the leading firm specializing in MEMS marketing consulting has organized, will present and will chair a technical session at the inaugural meeting of the SENSORS Tech Forum. The all-day pre-conference session on Monday, October 10 will address MEMS-Enabled High Volume Commercialization Opportunities. Mr. Grace will be joined by 16 other world recognized leaders in the MEMS area representing organizations from the US, Europe and Asia to present information on commercialization issues, current research and development activities, and application opportunities for MEMS and MEMS-based systems. Mr. Grace will also make presentations on MEMS-Based Systems Solutions and in the panel discussion addressing Barriers to the Successful Commercialization of MEMS. The exhibition and technical conference will take place at the Sheraton Hotel, Boston Massachusetts from October 10-12, 2011.

Mr. Grace stated, "This all-day session was developed to help inform and educate the technical, technical management, and business community of the major significance of MEMS and MEMS-based technologies and their enabled far-reaching application opportunities from both a current and future perspective. Attendees will be provided with presentations from representatives of leading international companies who are in the forefront of bringing new and unique MEMS technologies to the market that will address quickly emerging application opportunities. To conclude the information packed all-day session, the panel session will address the barriers to the successful commercialization of MEMS as well as strategies to overcome them from an infrastructure perspective including packaging, equipment, software and manufacturing. I will present the results of my annual "MEMS Commercialization Report Card" as an introduction to the panel discussion". We expect the attendee to emerge from the session with a good

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knowledge of where we have come from, where we are, where we're going, and what they need to do to help create a more commercially viable MEMS industry as well as where they can participate in exploiting current and future major application opportunities for MEMS."

Mr. Joel Dunkel, President of EventEvolution Management Inc., organizer of the event said, "We decided early on in the creation of the SENSORS Tech Forum that we needed to properly address the topic of MEMS because of its importance in the sensors space. Our decision to bring aboard Roger Grace to develop and chair an all-day MEMS pre-conference session was a easy one for us based on Roger's well deserved reputation in the industry as the MEMS Marketing Consultant "guru" in addition to his successful track record of developing over 25 successful MEMS conference sessions in the past. We are truly gratified that Roger's selection of speakers for his all-day session demonstrates the intent of our new and exciting conference...that being informing and educating the engineering community as to the power and capability of the technology to solve application opportunities. We are looking forward to a very successful technical session, technical exhibit and especially Roger's star-studded array of MEMS speakers in our pre-conference program".

The morning keynote entitled, "MEMS as a Key Technology Driver for Product Innovation at CSEM" will be presented by Nico deRoij of CSEM. A panel discussion with presentations and Q&A on the topic of Barriers to the Commercialization of MEMS will conclude the session.

The SENSORS Tech Forum will take place from October 10-12, 2011 The three-day conference will offer two intensive pre-conference full-day tutorials and 32 conference sessions following four distinctive tracks: Aerospace, Defense and Harsh Environment; Optics and Imaging; Smart Sensors; and Wireless Technology/Sensor Networking and Integration. The two day technical exhibition runs October 11 and 12.

### **ABOUT ROGER GRACE ASSOCIATES**

Roger Grace Associates, founded in 1982, is located in Naples, Florida and provides comprehensive strategic marketing consulting and marketing communications services to domestic and overseas high-technology-based clients...from startups to Fortune 500's in addition to government agencies. The firm specializes in conducting market research leading to the creation, development and execution of positioning, branding and actionable market strategies for its clients in the successful commercialization of technology for the semiconductor, semiconductor equipment, Nano and MEMS markets. For more information please visit [www.rgrace.com](http://www.rgrace.com).

### **ABOUT SENSORS TECH FORUM**

In its inaugural year, the SENSORS Tech Forum exclusively focuses on sensors and sensor-based systems. It features an application-driven (not one based on theories) educational conference that is designed to enlighten and empower the Product and System Design Engineer to take a wide spectrum of sensor and sensor-based technologies to new application heights. All of the sessions being presented over the three days were vetted by the Conference Advisory Board to ensure that its content is both timely and pertinent to the attendees needs. It also features a technical exhibition with dedicated, non-competitive exhibit hours providing the attendees to the conference with a pressure-free atmosphere,

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conducive to doing business without the fear of having to be somewhere else. For more information, please visit [www.SENSORStechforum.com](http://www.SENSORStechforum.com).

Editor's Note: Editors are invited to attend the SENSORS Tech Forum as well as the Exhibition free of charge. Please contact Joel Dunkel at 203-378-4991 or [jdunkel@eventevolution.com](mailto:jdunkel@eventevolution.com) to register and request a press pass. A detailed agenda of the session is attached for your convenience. Abstracts of the presentations are available online at [http:// www.sensorstechforum.com](http://www.sensorstechforum.com).