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DfR Solutions to Present in England at Technology World 2008

Dr. Craig Hillman to Discuss Common Design for Reliability (DfR) Mistakes

College Park, MD – November 10, 2008 – DfR Solutions is very proud to announce that Craig Hillman, CEO & Managing Partner, will be at Technology World 2008 on November 18th in Coventry, England. Dr. Hillman will be presenting “Common DfR Mistakes by Systems Designers,” as part of ‘Technology Breakthroughs – Bending the Design Rules!’ Dr. Hillman will review the most common electrical, mechanical, and material mistakes that system designers make when designing circuit card assemblies for current and next generation products.

Dr. Hillman will focus especially on practical solutions and will use physics of failure to demonstrate why these mistakes are critical to the quality and reliability of electronic designs. Examples of concerns that will be discussed include appropriate strategies for derating, placement of components, capacitor selection, board layout, the importance of corrosion resistance – especially in high sulfur environments, and predicting end of life.

“There is often an unfortunate disconnect between the engineers who design the product and make important component decisions, and the scientists who understand how electronics fail,” said Dr. Hillman. “This course is designed to blend the practical with the relevant so that design engineers and their management can go back to their companies with a concise list of ‘things not to do’.”

While in the area, Dr. Hillman will be speaking at several companies in England and France on a variety of topics where DfR is the world leader including: failure analysis, Pb-free reliability assurance and prediction, and design for reliability tools and knowledge. Dr. Hillman has published over 75 papers in such areas and has presented to more than 150 companies and organizations worldwide.

MORE

2-2-2 Hillman at Technology World 2008

For more information regarding Craig Hillman's presentation in England, please contact Ed Dodd at edodd@dfrsolutions.com, or Craig Hillman at chillman@dfrsolutions.com. To register for this conference, please visit www.technologyworld08.com.

About DfR:

DfR Solutions has world-renowned expertise in applying the science of Reliability Physics to electrical and electronics technologies, and is a leading provider of quality, reliability, and durability (QRD) research and consulting for the electronics industry. The company's integrated use of Physics of Failure (PoF) and Best Practices provides crucial insights and solutions early in product design and development and throughout the product life cycle. DfR Solutions specializes in providing knowledge- and science-based solutions to maximize and accelerate the product integrity assurance activities of their clients in every marketplace for electronic technologies (consumer, industrial, automotive, medical, military, telecom, oil drilling, and throughout the electronic component and material supply chain). For more information visit www.dfrsolutions.com.

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