

FOR IMMEDIATE RELEASE

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DfR Solutions Announces Design for Excellence (DfX) Seminar
Courses Will Establish the Importance of Design Concepts

College Park, MD – August 21, 2009 – DfR Solutions is very proud to announce the first ever Design for Excellence (DfX) seminar of courses which will be co-presented with Louis Ungar of A.T.E. Solutions and with contributions from David Torp of IPC the week of October 19-22, 2009. This one-of-a-kind collaborative effort will provide designers, reliability personnel, and engineering management with tools for incorporating Design for Excellence into the product development process.

Design for Excellence (DfX) is based upon the premise that getting product design right - the first time - is far less expensive than finding failure later in product development or at the customer level. The courses will specifically highlight how utilizing the DfX concepts of Design for Reliability, Design for Manufacturability, Design for Environment, Design for Testability, etc., will not only reduce research and development costs, but will also decrease time to market and allow companies to confidently issue warranty coverage. Ultimately, Design for Excellence will increase customer satisfaction, market share, and long term profits.

“The Design for Excellence seminar of courses is critical for engineers and management who wish to learn best practices regarding product design,” said Dr. Craig Hillman, CEO and Managing Partner of DfR Solutions. “These practices need to be adjusted for different manufacturing processes, suppliers, use environments, and reliability expectations, and the DfX courses will demonstrate how to do just that.”

Those who are interested in learning more about the Design for Excellence (DfX) seminar of courses are invited to participate in a free one-hour webinar entitled “Introduction to the Design for Excellence (DfX) Concepts,” which is sponsored by Qualmark and will be held on September 24, 2009 at 12 Noon EDT.

MORE

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For information on course outlines and pricing, please visit <http://www.dfrsolutions.com/dfx-info/>

About DfR Solutions:

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.

About A.T.E. Solutions:

Formed in 1984, A.T.E. (Advanced Test Engineering) Solutions, Inc., consists of a group of professionals and instructors who teach courses and consult for electronics engineers concerned with test, automatic test equipment (ATE), design for testability (DFT), built-in self test (BIST), and related subjects. The courses are available publicly, on-site, online, and can also be held privately at the A.T.E. Solutions facility. The instructors are all well known in their fields of expertise and have been published extensively. A.T.E. Solutions, Inc., has also developed software to assist test and design engineers. For more information, visit www.BestTest.com/courses where course selection can be made and other educational resources, such as books, course notes, video tapes, and software are available.

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