

FOR IMMEDIATE RELEASE

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

College Park, MD – August 18, 2010 – DfR Solutions, in association with Ops A La Carte, is very proud to announce the return of the Design for Excellence (DfX) seminar of courses which will be presented October 11-15, 2010, in Austin, Texas. 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. 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.”

For information on course outlines, pricing, and registration, please visit

<http://www.dfrsolutions.com/dfx-info-2/>.

MORE

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 Ops A La Carte:

Ops A La Carte is a Professional Reliability Engineering firm focused on providing you confidence in reliability throughout your product life cycle. We offer a flexible method of engagement from end-to-end reliability solutions to solving specific problems to providing individual targeted reliability services. We do this through reliability assessment, consultation, testing, and training. We have our own Reliability Lab called HALT and HASS Labs where we have successfully helped customers improve the reliability on over 500 different products. So whether you are having field failures or developing your next product and cannot take any chances on reliability, Ops A La Carte will develop a reliability solution that is right for you. For further information about Ops A La Carte, and their reliability training, seminars and service, visit www.opsalacarte.com.

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