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DfR Solutions Leads the Industry on Best Practices in DfM and LEDs

Cheryl Tulkoff and Greg Caswell will lead in-demand courses at IPC APEX EXPO

College Park, MD – March 28, 2011 – DfR Solutions, a leader in quality, reliability, and durability (QRD) solutions for the electronics industry, is very proud to announce that two senior members of technical staff will be leading educational courses at this year's IPC APEX Expo in Las Vegas, NV.

Ms. Cheryl Tulkoff will be teaching "Design for Manufacturing." Design for Manufacturing (DfM) best practices ensure that manufacturing capability is taken into consideration during the design and layout of a product. By understanding the potential effects of — and how to avoid — overtaxing their manufacturer, engineers can be confident in the execution of their design. Attendees will come away with a greater comprehension of the potential manufacturability hazards to avoid during the design process, and an understanding of the benefits of DfM.

Mr. Greg Caswell will be teaching "The Transition to High Brightness Light Emitting Diodes." This course will address how changes in designs with respect to the packaging, die mounting, encapsulants, printed circuit board materials and thermal interface materials (TIM) impact the reliability of the end product. It will also provide insight into the failure modes and mechanisms for HB-LEDs including those from electrical, thermal and mechanical stresses.

The demand for both courses has been unprecedented. Attendance at Ms. Tulkoff's Design for Manufacturability (DfM) alone could potentially reach triple digits. "I'm not surprised at the positive

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response,” said Ms. Tulkoff. “Manufacturing is where the rubber meets the road and it is constantly surprising how designers can influence its success or failure.”

“To survive, companies must consistently integrate new technology and high brightness LEDs is just one example of that,” said Mr. Caswell. “The challenge is finding reliable information on the capabilities and limitations of this new technology. That is the purpose of this course.”

Ms. Tulkoff and Mr. Caswell will also be available to talk to companies during their time at IPC APEX. To arrange an appropriate time for a meeting, please contact Mr. Caswell at gcaswell@dfrsolutions.com.

About DfR Solutions, LLC: 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 regarding DfR Solutions, visit www.dfrsolutions.com.

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