

FOR IMMEDIATE RELEASE

MCA PUBLIC RELATIONS TO HOST BRIGHTSPOTS 450-MM FORUM DURING SEMICON WEST 2011

*Semiconductor Industry Experts to Discuss “Will a ‘Super-sized’ Wafer Make Cents or Sense?”
in Live and Online Format*

MOUNTAIN VIEW, Calif., June 16, 2011—MCA, a global high-tech communications agency, today announced it will be hosting its next online panel discussion in cooperation with [InfoNeedle](#), dubbed the [BrightSpots 450-mm Forum](#), which will enable industry professionals to partake in an active discussion exploring the key issues surrounding the transition to the next semiconductor wafer size. On Monday, July 11, a live panel event, also available online, will be held immediately prior to the SEMICON West Exhibition in San Francisco, Calif., and will kick off an online discussion forum that will begin the next day, Tuesday, July 12. The forum will feature panelists from the live event engaging with the public in an online discussion that runs through Friday, July 22.

Moderating the forum will be Ed Korczynski, founder and editor of [BetaSights](#) as well as technical editor of [SemiMD](#). Panelists include thought leaders from throughout the semiconductor manufacturing industry:

- Paul Lindner, Executive Technology Director, EV Group
- Risto Puhakka, President, VLSI Research Inc
- Gus Richard, Principal and Senior Research Analyst, Piper Jaffray

The live panel will take place on Monday, July 11 at 6:00 p.m. Pacific Time. This event will be accessible online, allowing participants a unique opportunity to gain greater insight into the challenges and opportunities associated with 450-mm, and pose questions directly to some of the foremost experts in the field. To register for online access to the live panel event, click here: <https://www2.gotomeeting.com/register/378232715>.

To register for the online discussion forum taking place July 12 through July 22, visit: <http://www.infoneedle.com/MCA450>. You can also monitor BrightSpots-related activities on Twitter under the hashtag: #MCA450.

About InfoNeedle

InfoNeedle is the leading provider of industry-focused cloud-based virtual events solutions for event organizers to host multi-faceted conferences and expos. Enterprises use these offerings to conduct virtual-only or online complements to their physical events, extending reach, increasing revenue and reducing cost. InfoNeedle’s solutions stand out in their ease of use, breadth of functionality and support for temporal and year-round communities. InfoNeedle is a San Francisco-based company. For more information, visit www.infoneedle.com

About BrightSpots

BrightSpots is a forum that combines elements of a blog, webcast and physical panel event to provide continuous discussion on a variety of important industry topics. With participants actively engaged in this online forum, BrightSpots extends the life of discussions on issues that are important to both them and the broader industry. For more information, please contact David Moreno at dmoreno@mcapr.com or on Twitter at @davmoreno.

About MCA

Now in its third decade as a high-tech communications agency, MCA serves all areas of the technology ecosystem on both sides of the B2B and B2C fence. Based in Mountain View, Calif., MCA possesses deep expertise across the global semiconductor, flat-panel display, embedded electronics and alternative energy industries. The company tailors each client program to blend the best of traditional communications and new media strategies to successfully drive sales, increase valuation and build global brand. With a client base that ranges from hot startups to established industry leaders, MCA designs and delivers a full spectrum of communications programs marked by solid strategy and relentless execution. For more information, visit www.mcapr.com

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