

FOR IMMEDIATE RELEASE

**MCA PUBLIC RELATIONS TO HOST BRIGHTSPOTS FORUM ON
HIGH-BRIGHTNESS LIGHT-EMITTING DIODES (HB-LEDS)**

All-star Panel Lineup to Shed New Light on LED Technology in Global Online Discussion

MOUNTAIN VIEW, Calif., August 25, 2010—MCA, a global high-tech communications agency, today announced it will be hosting its next online panel discussion in cooperation with [SemiNeedle](#), dubbed the [BrightSpots LED Forum](#), which will enable industry professionals to partake in an active discussion exploring the key issues surrounding high-brightness light-emitting diodes (HB-LEDs)—from design to manufacture. The BrightSpots LED Forum offers a platform for continuous dialogue that extends the life of a traditional panel event. To run October 4-15, 2010, the BrightSpots LED Forum will feature an all-star lineup of industry experts exploring critical issues associated with HB-LED technology and addressing questions from the public.

Moderating the forum will be Tim Whitaker, editor and founder of [LEDs Magazine](#). Panelists include industry leaders from throughout the HB-LED value chain:

- David Bour, Chief Technologist, LED Product Technology, Applied Materials
- Thomas Uhrmann, Business Development Manager, Compound Semiconductors and Si-based Power Devices, EV Group
- John Wilson, Consulting Engineering Manager, WRO, Mechanical Analysis Division, Mentor Graphics
- Willem Sillevius Smitt, Director of Strategic Marketing, Philips Lumileds
- Doug Anberg, Vice President, Advanced Stepper Technology, Ultratech

To join the online discussion or log on to monitor progress, visit: www.semineedle.com/MCALED. You can also monitor BrightSpots-related activities on Twitter under the hashtag: #MCALED.

About SemiNeedle

InfoNeedle is the leader in industry focused virtual expos, events and community sites. SemiNeedle, www.semineedle.com, is its electronics, semiconductor and clean tech destination site, offering self-service tools and services for event organizers and corporations to host their own virtual expos, events and year-round community sites. InfoNeedle is based in San Francisco, Calif.

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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 Angie Kellen at akellen@mcapr.com or on Twitter at @akellen.

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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