

FOR IMMEDIATE RELEASE

**MCA PUBLIC RELATIONS REVEALS DISCUSSIONS FROM
BRIGHTSPOTSSM 3D IC PANEL EVENT**

Video Highlights and One-on-One Podcasts with Industry Luminaries Now Available

MOUNTAIN VIEW, Calif., July 20, 2009—MCA, a global, high-tech public relations agency, today revealed video highlight reels and in-depth one-on-one podcast interviews with panelists from its inaugural BrightSpots event—BrightSpots 3D IC Forum. Discussions from the online forum went ‘offline’ for a press-and-analyst exclusive panel event held Monday, July 13, where the panelists—comprising industry experts from across the 3D IC value chain—openly addressed 3D technology progress and limitations. To see and hear how the conversation unfolded, check out the below video and podcasts [here](http://www.mcapr.com/BrightSpots3DIC.html) (<http://www.mcapr.com/BrightSpots3DIC.html>).

Video

- Part I: Defining 3D at the Packaging Level and the Circuit Level
- Part II: Wire Bonding vs. Through-silicon Vias (TSVs) and Design Tools for 3D
- Part III: Thin-wafer Handling – Temporary Bonding/Debonding
- Part IV: 3D vs. Traditional Scaling
- Part V: Heat Generation Issues with Chip Stacking and Thermal Dissipation Requirements

Podcasts

- Full Panel Discussion
- BrightSpots Sit Downs with:
 - Paul Lindner, Executive Technology Director, EV Group
 - Sitaram Arkalgud, Director, 3D Interconnect Program, SEMATECH
 - Ricardo Borges, Senior Product Marketing Manager, Silicon Engineering Group, Synopsys, Inc.
 - Robert Patti, Chief Technology Officer, Tezzaron Semiconductor Corp.
 - Jean-Christophe Eloy, Founder and Chief Executive Officer, Yole Développement

Photos of the event are also available [here](http://www.mcapr.com/BrightSpots3DIC.html) (<http://www.mcapr.com/BrightSpots3DIC.html>).

Discussions will continue online on the BrightSpots 3D IC Forum through July 24. To join the online discussion or log on to monitor progress, visit: www.semineedle.com/MCA3DIC. You can also keep an eye on BrightSpots-related activities on Twitter under the hash tag: #MCA3DIC.

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 Karen Do at kdo@mcapr.com or on Twitter at @karendo.

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About MCA

Based in Mountain View, Calif., MCA is a high-tech, global public relations and marketing agency dedicated to creating the connections that incite conversations and accelerate measurable success. Whether you're a hot start-up or global *Fortune 500* company, B2B and B2C companies rely on MCA's team of experts to design customized global PR and marketing communications programs that integrate the right balance of traditional and emerging new media tools. For over two decades, MCA's expertise spans the semiconductor, flat-panel display, embedded electronics, biotechnology and alternative energy industries. Visit www.mcapr.com for more information.

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