



AGENDA

Event: 10th Annual MEMS Symposium
Date: Wednesday, May 23, 2012
Location: San Jose Holiday Inn (formerly the Wyndham), San Jose, CA

7:00 am Registration opens

8:15 Welcome and Introduction

8:30 am – 9:00 am **Morning Keynote: Sensory Swarms**
Professor Kristofer Pister, Electrical Engineering and Computer Science at University of California, Berkeley

9:00 am – 9:30 am **Roadmap to a \$Trillion MEMS Market**
Janusz Bryzek, Ph.D., VP MEMS Development, Fairchild Semiconductor

9:30 am – 10:00 am **Implementing the Trillion Dollar MEMS Roadmap**
Robert Haak, Managing Director, Insight interAsia Pte Ltd., Vice President - Asia/Pacific, Executive Board of Directors, MANCEF

10:00 am – 10:30 Break and Exhibits

10:30 am – 11:00 am **CeNSE: Awareness through A Trillion MEMS Sensors**
Rich Friedrich, Director of the CeNSE program, Hewlett-Packard Labs

11:00 am – 11:30 am **On the Road to \$1T?**
Gregory J. Galvin, Ph.D., President/CEO, Kionix, Inc.

11:30 am – 12:00 pm **The MEMS Revolution: from Billions to Trillions?**
J r mie Bouchaud, Director and Senior Principal Analyst MEMS and Sensors, IHS iSuppli

12:00 pm – 1:00 pm Lunch and Exhibits

1:00 pm – 1:30 pm **Afternoon Keynote: Motion Interface the Next Large Market Opportunity**
Steve Nasiri, Founder, President, CEO and Chairman, InvenSense

1:30 pm – 2:00 pm **Integration of the Accelerometer -- the First Step of the MEMS Revolution**
JC Eloy, President and CEO, Yole D veloppement

2:00 pm – 2:30 pm **Realizing the Full Potential of MEMS Design Automation Software**
Stephen Breit, Ph.D., Vice President Engineering, Coventor, Inc.

2:30 pm – 3:00 pm **High Volume Assembly & Test Solutions to Meet the Rapidly Growing MEMS Market**
Russell Shumway – Sr. Manager, MEMS & Sensor Packaging, Amkor Technology

3:00 pm – 3:30 pm Break and Exhibits

Special session: MEMS for All of Us

At the post-symposium reception a special session called ***MEMS for All of Us*** will be held to showcase products driven by sensors and sensor software. During the reception, attendees will have an opportunity to see hands on demonstrations of the products. The technology behind these products will be presented in this session.

3:30 pm – 3:50 pm Fusing Sensors into Mobile Operating Systems & Innovative Use Cases
Tristan Joo, Board Director & Co-Chair of Mobile SIG,
Wireless Communications Alliance

3:50 pm – 5:00 pm Participating Companies:

- HillCrest Labs
- Movea
- Sensor Platforms, Inc.
- Syride
- VectorNav
- Xsens

5:00 pm – 7:00 pm Exhibitor and Sponsor Reception and Demonstrations
