

## Numetrics' CEO Ronald E. Collett Selected to Deliver Keynote Address at GSA Conference

**Cupertino, Calif: July 21, 2008** — Numetrics Management Systems Inc, the leading provider of predictive IC project planning and schedule risk analysis tools to the semiconductor industry, today announced that founder and CEO Ronald E. Collett will deliver the keynote address at the GSA (Global Semiconductor Alliance) IP conference in San Jose California on September 25<sup>th</sup>, 2008 at 9:15 am.

The first GSA IP Conference will be held on September 24-25, 2008 at the Santa Clara Convention Center in Santa Clara, CA. The event will address the business, quality and metric issues in obtaining quality IP and how important it is for semiconductor suppliers to incorporate a healthy IP ecosystem within their business strategy.

Mr. Collett's talk will be titled: "IP in the SoC era: Truth & Consequences"

The talk will address the unspoken but ubiquitous problem in the semiconductor industry that's costing companies millions of dollars in lost market share – not only do the vast majority of System-on-Chip (SoC) development projects miss their target schedules, they often miss by a wide margin. One key reason can be traced to failed IP strategies, from creation to integration. Despite great expectations surrounding reuse and IP leverage, reality often falls short. In his talk, Mr. Collett discusses how best-in-class companies avoid IP pitfalls. The presentation is based on benchmarking hundreds of SoC development projects from which Numetrics calibrates predictive models that quantify schedule risk and estimate SoC resource requirements and are in use at six of the top semiconductor companies in the industry

More details are available at <http://www.gsaglobal.org/events/2008/0924/>

### **About Numetrics Management Systems, Inc.**

Numetrics provides a suite of software tools specifically tailored to the unique needs of the R&D organizations in semiconductor companies. The enterprise

resource planning (ERP) software enables unprecedented predictability of chip development schedules, reliably measures project schedule risk and benchmarks product development performance against the industry's best-in-class. The company is headquartered at 20863 Stevens Creek Boulevard, Suite 510, Cupertino, CA. [info@numetrics.com](mailto:info@numetrics.com). [www.numetrics.com](http://www.numetrics.com). Numetrics Management Systems is a trademark of Numetrics Management Systems, Inc. All other brands or products are the trademarks or registered trademarks of their owners.