



Press Release

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Ronald E. Collett Selected to Speak at DAC 2011 Embedded System and Software Executive Day

A Management Perspective on Achieving Execution Excellence

Cupertino, Calif: May 23, 2011 —Numetrics Management Systems, Inc., the semiconductor industry's leading supplier of software tools that automatically estimate project staffing, development cycle time and schedule risk, today announced that its president and CEO, Ronald E. Collett will be presenting the Design Automation Conference (DAC) in San Diego, California on Wednesday June 8th, 2011 at 4:00 pm. Mr. Collett's talk will be titled: **A Management Perspective on Achieving Execution Excellence in Embedded Software Development.**

Over 60 percent of embedded software projects slip schedule, resulting in delayed release of time-critical products and lost revenue/profits. Mr Collett will discuss why predictability is so elusive and how projects can meet ever-tighter schedules when software complexity is soaring and budget pressure is relentless.

Traditional management approaches are struggling to keep pace, but in this presentation, Mr. Collett will share insights and conclusions on how best-in-class embedded software development organizations are using fact-based methods to achieve on-time schedule performance and execution excellence in developing complex embedded software.

The 48th Annual Design Automation Conference is taking place June 5th – 9th, 2011 at the San Diego Convention Center.

About Numetrics

Numetrics (www.numetrics.com) provides project and program managers in leading semiconductor and embedded software R&D organizations with production-proven planning tools to create project schedules and resource estimates that are far more accurate and reliable than projections based solely on intuition and traditional tools/methods—and in a fraction of the time. The enterprise resource planning (ERP) software leverages an industry database of more than 2,000 design projects to reliably measure project schedule risk and benchmark product development performance against the industry's best-in-class. The company is headquartered at 20863 Stevens Creek Boulevard, Suite 510, Cupertino, Calif. Numetrics Management Systems and NMX are trademarks of Numetrics Management Systems, Inc.

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