

# THE AUDACITY OF IMAGINATION

## MICROELECTRONICS' NEW MILLENNIUM



April 14 & 15, 2009 - Kitchener Waterloo, Ontario

GSA

ITAC

***Keynote Address: Commercialization of MEMS Technology: Current Trends***

Louis Ross, President and Chief Executive Officer, Virtus Advanced Sensors

The crux of my talk will include factors behind the trend to invest in and expediate the commercialization of mass produced MEMS devices, with emphasis on the explosion of growth in regard to consumer electronics applications. Also, I will discuss some of the success stories to be featured in an upcoming book to be published by Wiley this summer which I am acting as a co-editor/author ("The MEMS/NEMS Marketplace; AMN-Series Vol. 9"). This book includes submissions by senior executives from companies like Denso, Sumitomo Precision, ST Micro, from leading academics, and case studies of success stories such as TI's DLP technology.