



RoodMicrotec Newsletter

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RoodMicrotec anticipates capacity shortage

We are currently seeing a market recovery. We are receiving more applications for our services from all over the world, both from fabless design companies, IDMs and OEMs. The automotive sector in particular is climbing its way out of a deep slump.

And these are not just applications; we have in fact concluded major new contracts. In some sectors we are already anticipating capacity shortages. Over the next few months, we will contact a selection of accounts to discuss how we can jointly

respond to this situation in the best way. If necessary, we will reserve capacity for them. In spite of the fact that we have recently reduced our headcount, we have retained our capacity in full. This enables us to respond to rising demand.

Another noteworthy fact is that we will henceforth operate under one name: RoodMicrotec. The name Rood Testhouse International has been discontinued.

Our one-stop-shopping concept reduces overall costs

COO Reinhard Pusch explains RoodMicrotec's one-stop-shopping concept.

'We start with the wafer test, followed by packaging, the final test and end qualification all the way up to logistics, coordinated by people with over 5 years of experience. Due to our experience, we can advise on the best package and reduce the overall cost of the process. For example, a fabless design house will have expertise on the chip and the chip design, but less so on the package. We can give advice on how a device can be soldered onto the board.

We do not have transport in-house, but we can manage transport and logistics, including the required (customs) documentation, to any place in the world.

One-stop-shopping includes that we develop all the software and hardware required for device production test, and perform, if need-

ed, qualification of devices up to any required standard (for example automotive and aerospace), as well as quality insurance procedures. We offer excellent failure analysis for the chip and the complete package. If a problem occurs we can do a full in-house analysis and advise on how to solve it.

This means that customers don't have to manage different services from different companies. Another benefit to the customer is that we can collate orders from different customers and offer them to an assembly house, thus preventing small batches being refused. Or when a manufacturer gives a final call at the end of a production run, we offer to buy a certain amount of wafers and produce on demand, avoiding a great number of actions and therefore saving the customer time and effort.

Finally, RoodMicrotec also offers its various services separately, whereas some companies focus only on supply chain management. Even if customers do not make use of our



one-stop-shopping concept, they can still benefit from our overall expertise. So we can offer such customers added value too.'

Agenda

Please also note the following events:
May 18-19,
IET & GSA International Semiconductor Forum in London
Info: www.gsaietsemiconductorforum.com

June 8-10,
SMT/Hybrid/Packaging in Nuremberg (Germany)
Info: www.mesago.de/en/SMT/main.htm

Feel what light can do!

'In order to set a major step forward towards increasing our opto services business and raising our profile as a service provider, we decided to attend the Light & Building fair, the leading global trade fair in lighting architecture and technology held in Frankfurt every 2 years', says Holger Pross of RoodMicrotec. This year, over 180,000 visitors, including architects, designers, investors, craftsmen, operators and dealers (8% more than in 2008) and 2,177 exhibitors attended the fair.

'The main focus at the moment is LED lighting. As we offer a broad spectrum of testing and measurements for LED-parameters and reliability, the Light & Building fair is a very interesting platform to meet potential new customers and get feedback from the market on what is needed and which questions must be solved.



Together with 16 other companies we participated in the LED-Light-for-You partners booth. This is a global network of some 70 certified partners set up by OSRAM supporting customers in system integration, optical, thermal and electronic solutions in the area of LED lighting.



We had about 110 contacts and discussions with interested parties, mainly from Germany, Austria and Switzerland, but also from the United States, the Netherlands, Eastern Europe and even as far afield as the Far East. They were very impressed by our demonstration of degradation, showing that typical LED lifetime of 50.000 hours can be drastically reduced by poor thermal management or device selection. We see major opportunities for life testing, failure analysis, optical measurements and classification.

The high number of promising contacts showed that we were in the right place. We saw clearly that there is a serious lack of know-how and of professional characterisation of the LEDs and LED lamps.

This offers excellent opportunities!

RoodMicrotec puts employees centre stage

'Due to the expertise of our employees we have a strong market position in Southern Germany and we can respond adequately to various market developments', explains Romy Baur of Human Resources. 'That is why we put our employees centre stage. We involve them in the implementation of our strategy and encourage them to realise the company's

objectives in collaboration with the management. In order to keep everyone on their toes, we provide a range of training programmes. Because, in Charles Darwin's words: It is not the strongest of the species that survives, or the most intelligent; it is the one most adaptable to change.'



Colophon

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