

CMPUG Presentation

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SemiNeedle.com



A gated online community for semiconductor professionals.

Use SemiNeedle to <u>connect</u> with colleagues, suppliers and experts, <u>exchange</u> ideas, insights and solutions and <u>excel</u> in your career.

Membership is free.

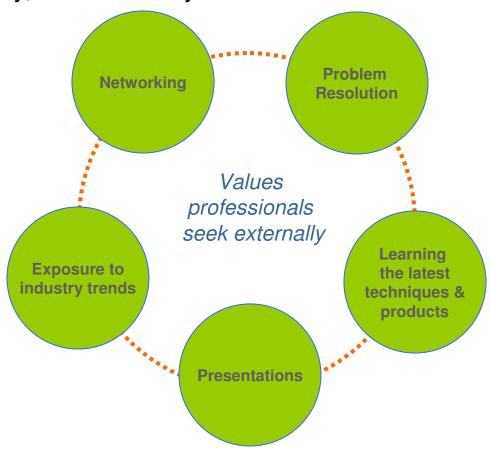
The Challenge for IC Companies

Today, valuable inter-dependent external activities and collaborations are tackled disjointedly, resulting in loss of opportunities for marketing, innovation and sales.



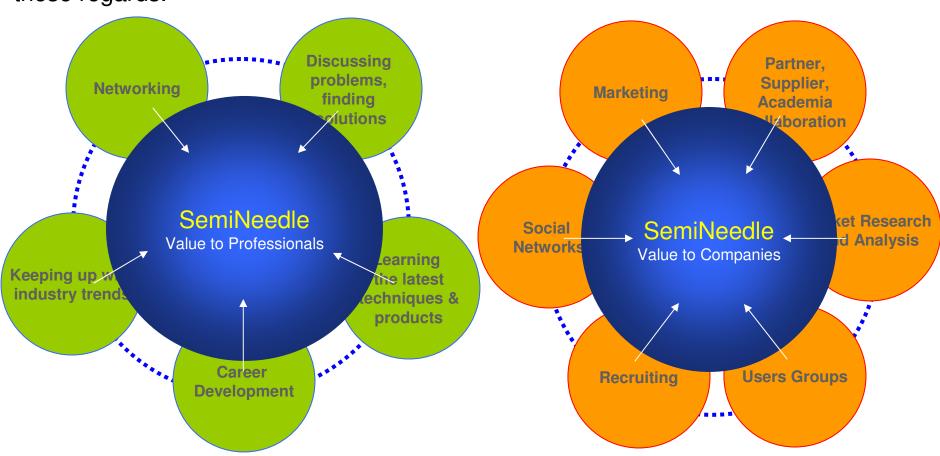
The Challenge for IC Professionals

Professionals need access to on-demand expertise for problem resolution, and external exposure for career development. Consultants and conferences, two great resources, are costly, and not readily accessible to all.



The Opportunity

SemiNeedle offers capabilities to help both the professionals and the companies in these regards.



Differentiated Features

Industry Exclusivity

Builds professional trust by validating registrants' corporate email against industry list

Anonymity and Confidentiality

Allows participants to create groups with required levels of security to address confidentiality

Actionable Content

Enforces structure on forms of interaction to encourage actionable output

Analytics

Aggregates and analyzes patterns and trends regarding companies, products and industry

Social Marketing

Provides highly effective social and viral marketing tools to promote products and brand

Companies and SemiNeedle

Companies purchase "groups" for marketing, recruiting, business development, and users groups. Public, private, or hidden options address confidentiality needs.

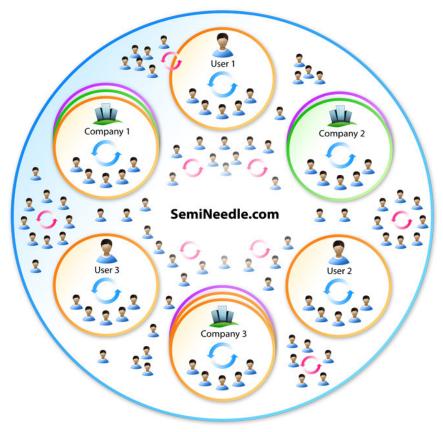


Marketing and Recruiting Group (public) Users Group (private)

Customer or Internal Working Group (hidden)

Professionals and SemiNeedle

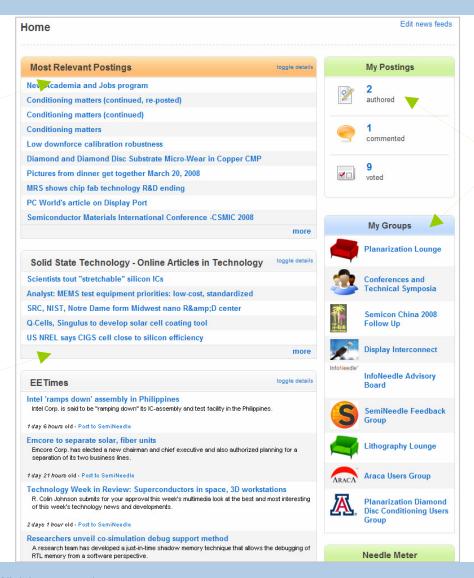
Professionals join SemiNeedle, free, to collaborate with colleagues and suppliers, learn, network, and advance their careers.



Home Page

See top most relevant postings from your groups and specialties

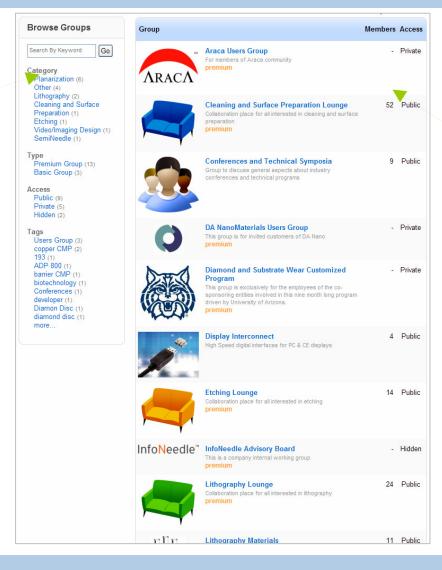
Configurable industry news • channels



Quick link to youractivities and groups

Groups Listing

Search using keywords or filter based on category, type, access and tags



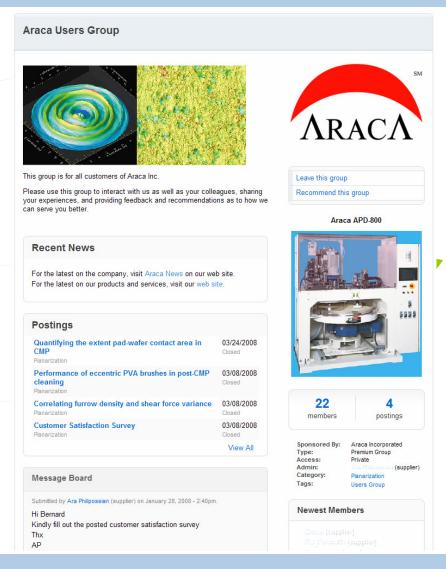
 You can see which groups are public, private and hidden

Company Users Group (private)

Promote your brand with logo, pictures, videos, texts

Does not replace your web site. • Complements it.

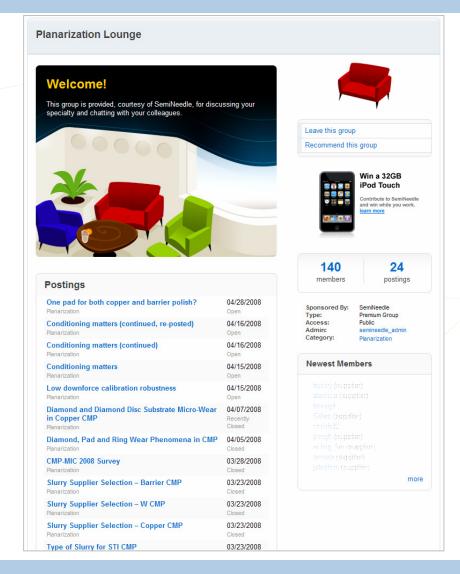
Use postings for all topics of discussion including surveys



Promote your new products and services to your existing users and up-sell

Planarization Lounge (public)

A public group sponsored by SemiNeedle for discussion of general topics within the planarization specialty



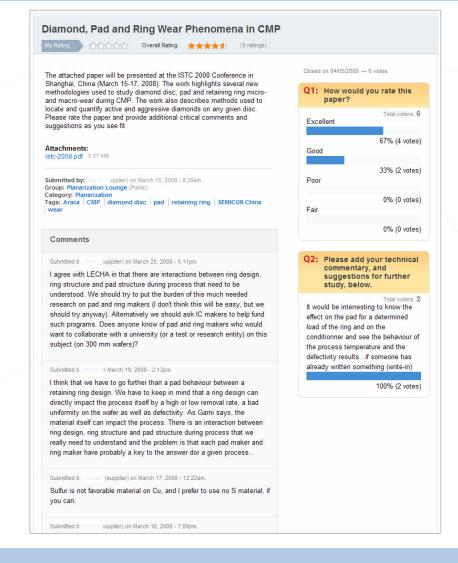
Access to allmembers andpostings from one place.

Technical Paper Posting

A posting of a technical paper presented at a conference.

Poster is soliciting feedback

Comments allow open • discussion

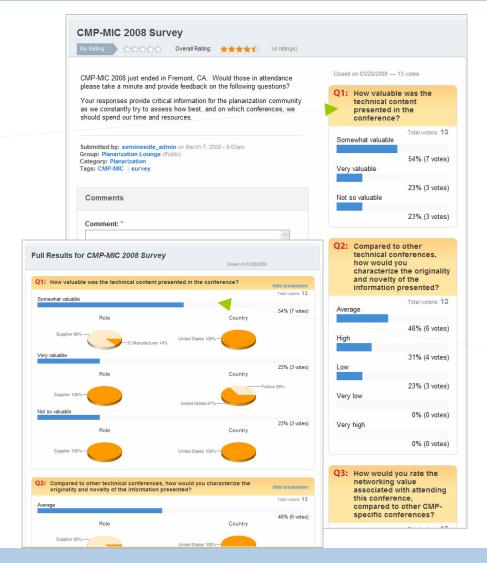


Would you recommend others to read this posting? Rate it.

Voting allows
explicit and
actionable
feedback on the
posting

Conference Survey Posting

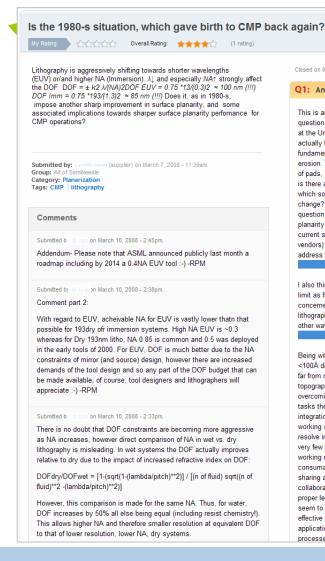
How does this conference compare to others? Is it worth re-attending next year? Ask the community for uncensored feedback



Breakdown the voting
• demographically for further insight

Industry Trend Inquiry Posting

History repeats
itself. If we can only know when,
we can predict
what's ahead. Is
this one of those
times? See what
the collective
wisdom says.



Closed on 03/28/2008 — 6 votes

Q1: Any comments?

Total voters: 6 This is an interesting and very timely question. What I can say is that here at the University of Arizona, we are actually trying to figure out the fundamental limitations of dishing and erosion. That is, given the current set of pads, diamond discs and slurries, is there a minimum limit beyond which something drastic has to change? As a direct response to this question, I strogly beleive that planarity will need to improve and that current suppliers (especially pad vendors) are not doing enough to address this matter. (write-in)

50% (3 votes)
I also think that we are reaching a limit as far as dishing and erosion is concerned! CMP has so far enabled lithography, but it may become the other way around in 5 years. (write-in)

33% (2 votes) Being witness firsthand to wafers with <100Å dishing across wafer, it is not far from reality to achieve such topography. The bigger challenge is overcoming the growing wish-list that tasks the consumable suppliers to fix integration problems, rather than working with consumable suppliers to resolve integration issues. Currently. very few IC manufactuers have true working relationships with their consumable suppliers (i.e. data sharing and engineering collaboration). The ones that have the proper legal agreements in place, seem to have the most innovative and effective solutions for CMP applications for FEOL and BEOL processes. Lastly, with the reality of

Replies are submitted in terms of vote-

able write-ins and comments

SemiNeedle and Academia

The role of academia and individual PI's are very important to the semiconductor industry. Yet, only the largest companies have exposure to the competencies available within these institutions.

University Web Sites	SemiNeedle Advantage
Are visited predominantly by those	✓ Focuses on individual PI's
knowing about the offerings or specific PI's	✓ Promotes semiconductor specific competencies to attract new funding
X Are not crafted exclusively for a	or collaborators
semiconductor audience	✓ Creates visibility for inflow of
Are catered to central industry	professionals wanting to continue their
liaison groups, not individual Pl's	education

University Promotional Group* (public)

Complement
university web
site and provide
further detail on•
semiconductor
specific
competencies

Promote your students for internship and • post-graduate full-time work

Boldman University

Boldman strives to become the very best R&D center focusing on various pidevelopment changes facing the semiconductor manufacturing industry. We strong culture of R & D which is an integral part of our strategy towards ach our status of the leading academic institutions in our category. Boldman's taboratory contains an array of industry equipment such as precision tool grand civil engineering stone cutting machines.

The test results on specific workpieces requested by our customers are intiinto our product development, thus helping to make top quality products tail meet customer requirements. In addition, the 'Diamond Saw Blade Test' en our stone cutting machine allows for precision cutting of raw stones from varegions around the world.

By feeding back the results to our manufacturing process, Boldman's labora successfully carries out its role of developing application-specific tools that diverse customer needs.



Recent News

More information can be located in our web site regarding key items below:

- · Patent portfolio
- R&D Competencies
- Faculty/Staff





Edit this group

Manage group members



Research Program in Silicon Wafer CMP Pad Conditioners

CMP pad conditioners are used for dressing poly-urethane based CMP pads. Boldman researches pad conditioner production methods using BSL(brazed single layer) electroplated.



The following video is a case study of some of our research in the area of pad conditioners



postings

member

* For demonstration only

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Share dynamic content types such as videos of research projects

SemiNeedle for Recruiting

Your best hires come from referrals and access to passive, as well as active, lookers. That's what SemiNeedle enables, at a fraction of the cost.

Existing Job Boards	SemiNeedle Advantage
Are visited predominantly by those	✓ Exposes jobs to passive lookers
seeking jobs, not necessarily the best candidates	✓ Provides marketing and company branding alongside jobs
Are too broad to promote specialized jobs	✓ Motivates the community to recruit for you (through referral free rewards)
Don't provide tools for marketing your brand	✓ Offers best candidates at fraction of cost of other means

Recruiting Group*

Setup a company recruiting group to present the company and the benefits

Centralize
location to list
all company
open positions

Bold Corporation



Bold Corporation understands its most critical assets are its employees. We are a market leading company, relying on best talent to maintain our creative edge to continuously innovate. Innovation is the difference between today's winner's and tomorrow's, and we need you to continue winning for years to come.

Review the job postings below to see if there is any open position fitting your interests. Each job interest has recommendations to the right on who to contact if interested. Meanwhile, review the company benefits, to the right side of the page.

We promote an open an honest corporate culture. If you have questions about our company, feel free to post your question to this group and someone from our company will reply back to you within 48 hours.

Director, Global Training and Organizational
Development
Other

Field Service Engineer
Other

Senior Manufacturing Engineer, Test
Other

View All



Join this group

Learn more about us by visiting the following portions of our web site:

Benefits

Annual Reports

Employee Handbook



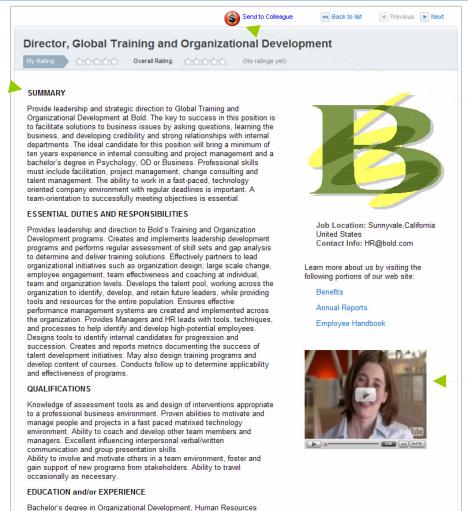
Sponsored Bv: Bold University

Use videos and other means to promote the company through the voice of your employees

* For demonstration only

Job Posting*

List Job description



Management, Industrial & Organizational Psychology, or Business. Graduate degree preferred. 10+ years of experience in Organizational

acc/Talant Davalo

Encourage the Community to work on your behalf through referral fee promotion

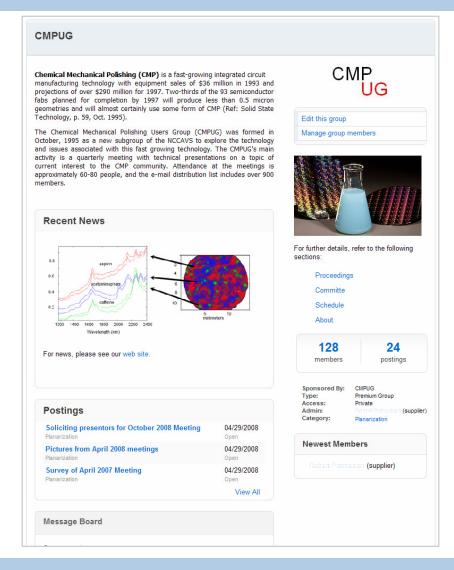
Promote the job and the company, and provide location and contact information

* For demonstration only

Summary

- > As an IC professional, use SemiNeedle to:
 - o Innovate and solve problems, leveraging the wisdom of crowds
 - Learn about the latest products, suppliers and academia offerings
 - Network and explore career opportunities
- > As an IC company, use SemiNeedle to:
 - Refine product roadmaps
 - Expedite go-to-market strategies
 - o Improve marketing efficiencies and increase sales

Closing Thought – CMPUG Group?



Join and explore: www.semineedle.com



Contact:

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