

## FOR IMMEDIATE RELEASE

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### Design Chain Associates, LLC To Present in Mentor Graphics Webcast

**San Francisco, CA – September 6, 2005** – Design Chain Associates, LLC is pleased to announce that Ken Stanvick, Senior Vice President, will be the featured speaker in a Mentor Graphics webcast on September 14<sup>th</sup>. The webcast, entitled “The Impact of RoHS on the Design Process”, focuses on how the European Union’s (EU) “restriction of the use of certain hazardous substances in electrical and electronic equipment”, or RoHS, directive (2002/95/EC) and similar legislation and regulations around the world impacts electronic design engineering.

Mentor Graphics is the premier provider of board-level electronic design tools to the electronics industry and provides a design for RoHS compliance capability for their products. John Isaac, Mentor Graphics’ Director of Systems Market Development, identified Ken as a “renowned expert on RoHS” and stated that “Mentor Graphics is pleased to partner with Ken and Design Chain Associates to provide this design-focused webcast. The industry needs more RoHS information specifically targeted at the engineers and designers performing the PCB design.”

Ken commented that “DCA and I welcome this opportunity to reach out to Mentor Graphics’ customer base and help them become aware of and prepare for the technical as well as legal impact these new regulations will have on their day-to-day work”.

Topics covered will include why the regulation impacts design engineering and specifically what the impact is to:

- printed circuit board materials and layout
- component selection and related manufacturability and reliability issues
- what data is required to be collected, why, and what to do with it
- circuit design

as well as a brief introduction to “Design for Environment”.

Visit [http://www.mentor.com/products/pcb/events/rohs\\_webinar.cfm](http://www.mentor.com/products/pcb/events/rohs_webinar.cfm) to sign up to attend the webcast, which is free.

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### About Design Chain Associates, LLC

Design Chain Associates’ consulting services help Electronics OEMs speed product time-to-market, reduce supply chain risks, and lower costs while increasing engineering and procurement efficiency. DCA offers a variety of consulting services related to RoHS and environmental compliance, including public and private seminars, product impact evaluation, personalized training, material composition acquisition, component engineering, Green BOM analysis, and competitive advantage analysis. San Francisco-based DCA has a local presence in other high-tech regions of the country such as the Austin/Houston corridor and the Boston region as well as around the globe through local associates. For more information, visit DCA on the web at <http://www.designchainassociates.com>.