

**EXECUTIVE CONGRESS****2020 VIRTUAL EVENT****OCTOBER 6, 7, 8 AND 13, 14, 15****8-10:30AM PDT**

THE NEXT WAVE OF SENSORIZATION: SOLVING OUR SHARED CHALLENGES

MEMS & Sensors Executive Congress—MSEC 2020 is a premier information-gathering event for executives across the MEMS and sensors industry. Here's a snapshot of what's in store for you:

- 3 Keynotes Featuring Disney, McCauley Labs, and Robert Bosch
- 14 Invited Speakers
- 6 Executive Sessions
- 8 Networking Opportunities
- Schedule One-on-One Video Meetings
- Attendee Matchmaking Powered by AI
- Plan Your Schedule and Receive Reminders
- Access the presentations On-Demand 24/7 until November 15, 2020

October 6, 7, 8 and October 13, 14, 15
Six sessions across six days from 8-10:30am PDT

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Week 1: Tuesday to Thursday, October 6, 7, 8

TUESDAY, OCTOBER 6, 2020 — 8:00-10:00am PDT

SESSION 1 Sensors for Entertainment and Augmented Reality

- 8:00-8:05am **Welcome**
Dave Anderson, President, SEMI Americas
- 8:05-8:10 **Opening Remarks**
Tim Brosnihan, PhD, Executive Director, SEMI-MSIG
- 8:10-8:15 **Keynote Introduction**
David Kirsch, Vice President and General Manager, North America, EV Group
- 8:15-8:45 **KEYNOTE Model-Based Design and Scientific Data Analytics of Disney Attractions**
Michael Tschanz, Director, Engineering Technology and Analysis
Disney Parks, Experiences, and Products
- 8:45-9:15 **KEYNOTE MEMS Applications in Augmented Reality**
Jack McCauley, American Inventor, McCauley Labs
- 9:15-9:25 **BREAK**
- 9:25-10:00 **TOPIC DISCUSSION BREAKOUTS**

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WEDNESDAY, OCTOBER 7, 2020 — 8:00-10:30am PDT

SESSION 2 Emerging Business Strategies

- 8:00-8:05am **Welcome and Session Chair**
Ian Chen, Executive Director, Maxim Integrated
- 8:05-8:30 **Future Mobility Enabled by Sensorization**
Andreas Breiter, PhD, Partner, McKinsey & Company
- 8:30-8:55 **MEMS Tug-of-War: COVID-19 vs Emerging Trends**
Dimitrios Damianos, PhD, Technology and Market Analyst,
Imaging and MEMS, Yole Développement
- 8:55-9:25 **NETWORKING WITH SPONSORS**
- 9:25-9:50 **MEMS & Sensors Market: The Effects of the 2020 Pandemic**
Manuel Tagliavini, Principal Analyst, MEMS & Sensors, Omdia
- 9:50-10:30 **NETWORKING WITH SPONSORS**



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Week 1: Tuesday to Thursday, October 6, 7, 8

THURSDAY, OCTOBER 8, 2020 — 8:00–10:30am PDT

SESSION 3 Business Strategies and Opportunities in 2020

- 8:00–8:05am **Welcome and Session Chair**
John Chong, PhD, CEO, Jib Technology; MSIG Governing Council Chair
- 8:05–8:30 **Elevated Body Temperature Screening with MEMS Based IR-Detectors**
Cees Draijer, PhD, Business IR Line Director, Teledyne Imaging
- 8:30–8:55 **Highly Accurate and Scalable Electrical Detection-Based Sequencing on CMOS Chips**
Hamid Rategh, PhD, Senior Vice President of Engineering, GenapSys
- 8:55–9:25 **NETWORKING WITH SPONSORS**    
- 9:25–9:50 **Opportunities in Biotech and Related Markets Due to COVID-19**
Ross Bundy, Co-Founder, Chief Entrepreneur, Chief Production Officer, Cardea
- 9:50–10:30 **NETWORKING WITH SPONSORS**    

Week 2: Tuesday to Thursday, October 13, 14, 15

TUESDAY, OCTOBER 13, 2020 — 8:00–10:30am PDT

SESSION 4 Emerging Technologies and Manufacturing Trends

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- 8:00–8:05am **Welcome and Session Chair**
Michelle Bourke, Senior Director of Strategic Marketing, Customer Support Business Group, Lam Research
- 8:05–8:30 **Miniaturized and Integrated Gas Sensors Enabling Adoption at Scale to Monitor and Improve Air Quality in Indoor Spaces**
Preet Sibia, Senior Director RFS Marketing and Applications, Infineon Technologies AG
- 8:30–8:55 **TinyML: Massive Opportunity When Machine Intelligence Meets the Real World of Billions of Sensors**
Evgeni Gousev, PhD, Senior Director, Qualcomm AI Research, Qualcomm Technologies
- 8:55–9:25 **NETWORKING WITH SPONSORS**    
- 9:25–9:50 **Berkeley Lights: MEMS Technology to Enable a Scalable and Sustainable Cell-Based Future**
Eric Hobbs, PhD, CEO, Berkeley Lights
- 9:50–10:30 **NETWORKING WITH SPONSORS**    



Week 2: Tuesday to Thursday, October 13, 14, 15

WEDNESDAY, OCTOBER 14, 2020 — 8:00-10:30am PDT

SESSION 5 Product Showdown: Ultrasonic Transducers

- 8:00-8:05 **Welcome and Session Chair**
Marcellino Gemelli, Senior Director, Business Development, Bosch Sensortec
- 8:05-8:30 **A Wearable Social Distancing Solution Based on Ultrasonic Time-of-Flight Sensors**
David Horsley, PhD, Co-Founder, TDK-Chirp Microsystems
- 8:30-8:55 **Semiconductor-Based Ultrasound and Democratization of Medical Imaging**
Gioel Molinari, President, Butterfly Network
- 8:55-9:25 **TOPIC DISCUSSION BREAKOUTS**
- 9:25-9:50 **Ultrasound as a Touch User Interface to Bring Surfaces to Life**
Dan Goehl, Co-Founder and Chief Business Officer, Ultrasense Systems
- 9:50-10:30 **NETWORKING WITH SPONSORS**



THURSDAY, OCTOBER 15, 2020 — 8:00-10:30am PDT

SESSION 6 Market Trends

- 8:00-8:05 **Welcome and Session Chair**
Craig Ensley, CEO, CalTexan Technologies
- 8:05-8:30 **Sensory Motion Tracking —The Future of Human Digital Interaction**
Igor Ikink, Director Technology, Xsens
- 8:30-8:55 **The Trouble with Innovative Sensing Applications**
Ian Chen, Executive Director, Maxim Integrated
- 8:55-9:25 **NETWORKING WITH SPONSORS**
- 9:25-9:30 **Keynote Introduction**
Dave Thomas, Vice President, Product Management, SPTS Technologies
- 9:30-10:00  **KEYNOTE The Next 10 Years of MEMS: An Outlook on Opportunities and Challenges**
Jens Fabrowsky, Executive Vice President Automotive Electronics, Robert Bosch GmbH
- 10:00-10:30 **MSIG Report Card + Award Ceremony**
Hall of Fame Awards + Emerging Leaders Awards + Product Showdown Award
Tim Brosnihan, PhD, Executive Director, SEMI-MSIG



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Agenda subject to change





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