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## **Mark-Eric Jones, Innovative Silicon CEO, Selected as Keynote Speaker for Mentor Graphics' User2User 2009 Conference**

*Serial Entrepreneur will share "Building Companies that Build Innovative Technologies" insight at Munich event*

SANTA CLARA, Calif. — October 30, 2009 — [Innovative Silicon, Inc.](#) (ISi), developer of the Z-RAM® zero-capacitor, floating body (FB) memory technology, today announced that Mark-Eric Jones, company CEO and president, will be the keynote speaker at [Mentor Graphics'](#) (Nasdaq: MENT) User2User (U2U) 2009 Conference in Munich. Jones' topic, "Building Companies that Build Innovative Technologies," is targeted to designers to CXOs that are interested in establishing their companies as market leaders.

Where: Hilton City Munich, Munich Germany  
When: November 5, 2009  
Time: 10:00 a.m.  
Register at: <http://user2user.mentor.com/munich-germany>

Jones will share his experiences building successful technology companies in different economic environments. He will address finding the best sources of funding, determining where to set up company headquarters and satellite offices, building an "A-team" of employees and partners, developing products that address market needs, and creating strategies and plans for building a sustainable business.



### **About Mark-Eric Jones**

Mark-Eric Jones' most recent endeavor is leading Innovative Silicon, Inc., the [Z-RAM](#) floating-body memory innovation company. As a serial entrepreneur, he has been involved in founding and growing high-technology startups in Europe and in the Silicon Valley. From 1996 to 1998, he directed Mentor Graphic's "Inventra" division after Mentor acquired 3Soft Corporation which he had run as CEO from 1992 until 1996. Mr. Jones also served as president of the board of RAPID, the semiconductor IP trade association. He has an M.A. degree in electrical sciences from Trinity College, University of Cambridge, UK.

### **About Mentor's U2U Conference**

U2U is a highly interactive, in-depth technical conference which focuses on the needs of the Mentor Graphics user community. The primary goal is to deliver immediately useful technical content. Attendees network with other customers and gain practical knowledge and product information found only at this conference.

### **About Innovative Silicon**

Innovative Silicon, Inc. (ISi) licenses its ultra-dense Z-RAM® floating body memory technology to stand-alone DRAM manufacturers so they may manufacture the lowest-cost, most-advanced memory ICs. Licensees include Hynix Semiconductor for use in advanced DRAM chips. The heart of the Z-RAM floating body technology is the "zero-capacitor," single-transistor bit cell that eliminates the complex capacitor found in today's DRAM technologies – making it the world's lowest-cost and most-scalable memory technology. Since 2003, the company has closed \$47 million in venture capital funding, received numerous industry awards such as *IEEE Spectrum Magazine's* "2007 Emerging Technology Most Likely to Succeed," been granted dozens of patents, and established R&D, engineering and support centers in Europe, Asia and North America. For more information see [www.z-ram.com](http://www.z-ram.com).

Z-RAM is a registered trademark of Innovative Silicon, Inc. or its subsidiaries in the United States and other countries.

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