BetaSights[SM] Information Service
Frequently Asked Questions - Version 4
This Is Not A Banner Ad[SM]   *2009 March 4*

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1. What is BetaSights?

BetaSights (www.betasights.net) is a new information service—founded by industry veterans Ed Korczynski and Elizabeth Schumann—that provides commercial free, member supported, productive info about micro- and nano-device manufacturing. Dr. M. David Levenson is BetaSights Litho and DFM Editor. Covering the leading edge of fab technologies for ICs, MEMS, FPDs, and PVs, BetaSights focuses on the customer "beta" evaluations of new tools, materials, and services that occur after alpha R&D but before volume production. BetaSights expects to have a few thousand Members, including technologists, executives, analysts, and investors interested in fab developments.

2. What is BetaSights' value?

BetaSights provides unique and exclusive information about innovation in fab technologies to Members. A powerfully flexible new website provides access to a weekly PDF *Newsletter* and the full sort-able *Sights* database table (described below). Members also receive access to moderated online forums, an industry calendar, and the ability to comment on *BetaBlog* posts.

To attract new Members and also serve the general public, BetaSights also provides certain free information to everyone: a daily *BetaBlog*, free access to ~1/2 of the *Sights* database table (described below), and free Links to industry-leading information services (including consortia, publishers, consultants, analysts, and social networks).

3. How do Members join?

You join by following the links to PayPal from the BetaSights *Members* page. The initial pricing for Membership is only $79 per year.

4. What is the *Sights* table?

The *Sights* table is an online database of information tracking the beta sites of new supplier technologies being tested in customer fabs worldwide. Each row provides an overview of the technology in terms of markets, applications, and benefits. Simply clicking on any column head sorts the table (first incrementally, then decrementally), effectively allowing for custom views of twenty rows at a time. Clicking on the "More" button shows the full table to Members, while everyone can see the limited table on the home page without any registration procedure.

The free general information includes company and product names and descriptors, a brief benefit statement for the target application, and a BetaStatus indicator (to show the progress of a new technology as it is installed, tested, and working in a fab). The detailed Members-only information includes the product supplier contact information, an unbiased brief assessment of each technology by BetaSights, the fab location and install date, the date a manufacturing specification target is reached, and the date at least 50% of product revenue has been recognized.

5. What information is in the *Sights* table?

The *Sights* table is intended to allow for quick and easy viewing of new technology product offerings, and the sort-able table effectively allows for custom views. Each row captures essential information from one new beta product, so suppliers provide information that is analyzed and edited (when appropriate) by BetaSights before being uploaded to the regularly updated *Sights* table.

Free information columns:
BETA STATUS – icon representing Red (installed), Yellow (tested), or Green (working) status—depending upon the extent of the information provided to BetaSights (see, "What are the BetaStatus colors?" below)—to show the technology moving through stages of customer acceptance,
COMPANY NAME – full name of the company marketing the technology,
FAB TYPE – targeted type of "FPD" or "IC" or "MEMS" or "PV" fab,
PRODUCT TYPE – product is "Equipment" or "Material" or "Service" or "Software",
TECH.TYPE – standard engineering term for the type of core technology,
PRODUCT NAME – full name of the product,
BENEFIT CLAIM – basic benefits statement for a target application in 144 characters (text and spaces) or less.

Members-only information columns:
BETASIGHTS COMMENT – unbiased 3rd-party assessment of the technology by BetaSights staff as a positive comment <144 characters (including spaces),
CONTACT information – title, email, Web site link, and phone number for a public contact person,
BETA LOCATION – the location of the beta (at least the region of world and fab type, at most the full customer name and fab name and city),
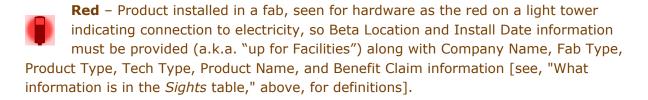INSTALL DATE – the date the beta product was first installed/deployed in the customer fab,

SPEC.DATE – the date the beta product has first been tested and reached a fab spec., and REVENUE DATE – the date the beta product began use in production, as evidenced by the company recognizing at least 50% of the revenue for this or a follow-on product.
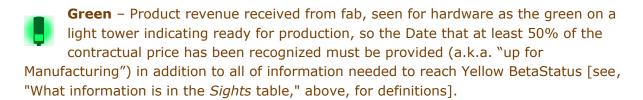
In addition to the listed information that will be displayed to the public, a company may provide an authorized company contact name for BetaSights administration use only (if a different person is desired instead of the public contact); the authorized company contact information is never shared with anyone outside of BetaSights staff, and this person is responsible for updating BetaSights with any changes to the listing.

6. What are the BetaStatus colors?

The BetaStatus column of the *Sights* table displays one of three icons—Red, Yellow, or Green—to indicate the progress of the beta technology evaluation. A technology supplier may submit information to BetaSights for the *Sights* table when the technology is at any stage of evaluation:

Red – Product installed in a fab, seen for hardware as the red on a light tower indicating connection to electricity, so Beta Location and Install Date information must be provided (a.k.a. "up for Facilities") along with Company Name, Fab Type, Product Type, Tech Type, Product Name, and Benefit Claim information [see, "What information is in the *Sights* table," above, for definitions].

Yellow – Product working in a fab, seen for hardware as the yellow on a light tower indicating process testing, so the Date that the product met at least one manufacturing specification must be provided (a.k.a. "up for Engineering") in addition to all of the information needed to reach Red BetaStatus [see, "What information is in the *Sights* table," above, for definitions].

Green – Product revenue received from fab, seen for hardware as the green on a light tower indicating ready for production, so the Date that at least 50% of the contractual price has been recognized must be provided (a.k.a. "up for Manufacturing") in addition to all of information needed to reach Yellow BetaStatus [see, "What information is in the *Sights* table," above, for definitions].

A technology reaching Green BetaStatus will remain in the *Sights* table for one year. A technology at Red or Yellow BetaStatus may remain in the *Sights* table for as long as the company chooses.

Gray - Product information found by BetaSights in public press releases, technical presentations, and private communications, but not yet confirmed with the Company.

7. How is the *Sights* table updated?

There is never a charge for information to be published by BetaSights. Companies provide information about new products to BetaSights by phone or by emailing the needed

information to "beta@betasights.net"; BetaSights confirms the information and provides extracts in the *Sights* table. BetaSights intends to update the *Sights* table on a daily basis.

A listing in the *Sights* table remains for one year after reaching Green Beta Status. The authorized company contact for a listed product may request a modification of the listing, and BetaSights will try to make the change within two (2) working days. BetaSights reserves the right to modify any portion of the *Sights* table at any time for any reason, such as might be required to resolve a dispute regarding a specific listing.

8. What information is in the weekly *Newsletter*?

There is never a charge for information to be published by BetaSights. Companies provide information about new technologies and products to BetaSights; BetaSights confirms the information and provides edited articles in the Members' *Newsletter*. The *Newsletter* also includes reporting and analysis from leading industry technical conferences, along with commentary on the news.

The Members' *Newsletter* is published 44 weeks each year, and includes a summary of topics covered in the *BetaBlog,* highlights of and commentary on recent changes to BetaStatus indicators in the *Sights* table, and an exclusive essay continuing in the tradition set by Ed Korczynski in his previous "*Ed's Threads*" blog column which ran for two years with *SST* magazine. M. David Levenson, formerly Editor of *Microlithography World*, continues his authoritative writing on Lithography and DFM topics in the *Newsletter*.

9. What information is in the daily *BetaBlog*?

Commentary and analysis of daily news, along with short extracts from the BetaSights *Newsletter* appear as the daily free *BetaBlog*.There is never a charge for information to be published by BetaSights.

10. How to contact BetaSights?

BetaSights is located at www.betasights.net, with physical offices in San Jose, California. New product beta information (as per the definitions, above) should be sent to "beta@betasights.net." For any other matters—such as establishing mutual Web links—please call our main offices at +1.408.288.7178 or email "info@betasights.net."