



Frequently Asked Questions (FAQ's)



I am having a hard time getting bare die from certain semiconductor manufacturers that are not on your line card. Why is this and can you supply me with product from these companies?

Well, in defense of the semiconductor manufacturers, bare die is usually a small part of their overall business. Some manufacturers are not set up to process bare die as efficiently as others. Also, bare die has a variety of handling related issues related to it, so asking a manufacturer to pull one wafer off of their production line and maintain traceability for a small order quantity is asking a lot. This is where Semi Dice comes in. We can assist you and see if the franchised lines we carry can support the products you are currently using.

Yes, we do purchase product from lines not on our line card, but only in specific cases and special agreements are made in this event. We continue to look for new companies to enhance our line card, but only if it makes sense to do so. We have forged strong bonds and partnerships with our current semiconductor suppliers, so we will not arbitrarily add a competing line just to have another name on our line card. We welcome input from our customers, we encourage you to let us know if there is a quality supplier you think would be a good fit for us.

In my application I cannot use the package the die comes in. If I buy the bare die, can you package them for me?

No. Although we have packaging capability, we will only package product for test purposes. Custom packaging is a service provided by our customers, including MCM's, COB and hybrid applications. We choose to support our customers, not compete with them.

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SEMI DICE
Bare Die Distribution



The Semi Dice, Inc.

SENTINEL

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2005 Already a Noteworthy Year

The New Year is starting out with many positive developments for Semi Dice. We have several announcements and exciting events to share with our Sentinel readers. The following pages will update you on the latest Semi Dice company news and the most recent information regarding the suppliers on our line card. We are very proud to announce new appointments and new hires to our Semi Dice team as well as promotions within the organization.

These are exciting times and we will have further major announcements to share with you in the near future. In the meantime, we look forward to meeting the day-to-day challenges that handling bare die brings, and supporting our customers to the level they have come to expect.

We appreciate your comments.

Darin Minter
Editor-in-Chief
dminter@semidice.com

What's Inside

- What's News
- Semi Dice Line Card
- NSC Die Products Insert
- Employee of the Quarter
- Frequently Asked Questions

A Valued Partnership with National Semiconductor

National Semiconductor's Die Products Group (DPG) has been supporting die sales since 1995. Recently, National announced the selection of Semi Dice, Inc. as their sole North American bare die distributor.



Semi Dice is very proud of this appointment and we look forward to supporting our customers' National Semiconductor die requirements. Located in South Portland, Maine, National's DPG has the responsibility of releasing standard die products and supporting the release of new products in die form.

The DPG offers the *National Advantage* of a wide range of die products and the support information required. Support includes, but is not limited to, device specific die datasheets, technical support, extended temperature range guarantees, samples and shipping options for both wafer and die, including wafer on film-frame, gel packs, waffle packs, and tape-on-reel. Contact your Semi Dice salesperson and they will be more than happy to assist you with your National requirements.

Another service Semi Dice offers as an authorized distributor for NSC is to inform our customers when product obsolesces and discontinuation notices are on the horizon. Semi Dice is currently preparing a *design/process change notification* regarding specific die part numbers from National.

The notification is going out this week and will list the part numbers affected, suggested replacements and alternative sources if applicable. Do not put off calling your Semi Dice salesperson who will help you look at your buy history and make arrangements for final order placement. National indicates that while "best efforts will be made to ensure that product can be supplied for any order received during the life time buy period, this cannot be guaranteed." They, therefore, advise customers not to wait until the last moment before placing their final orders.

Our salespeople will work with you on stocking and delivery requirements and we promise to do our best to support you in this endeavor. Contact us at (800) 345-6633 or visit www.semidice.com.



SEMI DICE
Bare Die Distributor

1-800-345-6633
www.semidice.com



What's News



What's News



What's News



Jerry Flynt; Founder & Owner of Semi Dice, Inc.

For those of you not familiar with the long history of Semi Dice, Jerry Flynt started the company in his garage in Long Beach, California in 1976. In the ensuing years, Jerry's vision and direction has steered the company to its present day success. As President of Semi Dice, Jerry is involved in the day-to-day activities of the company and his years of behind-the-scenes support have produced a company that boasts an employee tenure rate that averages over 14 years. Although Jerry is happy with the good standing the company is in, he is "most proud of the fact that Semi Dice is a good company to work for".

Cormack Promoted to CEO

Semi Dice is very pleased to announce that Dan Cormack has been promoted to Chief Executive Officer of the company. Dan was appointed to COO in 2002 and has held prior positions of Sr. Vice President and Division Manager. Dan joined Semi Dice 23 years ago and represents a true success story. Jerry Flynt, President of Semi Dice states, "Dan has earned this promotion due to his enthusiasm, innovation, and his leadership, with both employees and leaders in our industry." Congratulations Dan!

Minter Promoted to Director of Marketing

We also take great pleasure in announcing another well-deserved promotion. Darin Minter has been promoted to the position of Director of Marketing. She joined the company in 1994 and has proven herself through hard work, dedication, industry knowledge and her relationships with our suppliers and customers. Her experience and involvement in the semiconductor industry dates back 25 years. Beyond her marketing and communications responsibilities, she will oversee corporate administration. Join us in congratulating Darin!

Navar Appointed Western Regional Sales Manager

Alicia Navar has been named to the position of Western Regional Sales Manager for Semi Dice, Inc.. Alicia has been in the industry for many years and has experience working for semiconductor manufacturers and in distribution sales management. Alicia understands the intricacies of die distribution and is yet another valued member of our company. Welcome Alicia!

Semi Dice Welcomes Representative Group

Semi Dice recently added a premier representative group to cover the state of Florida, SEC (Sales Engineering Concepts, Inc). SEC is an experienced technical sales team with longevity, high energy, professionalism and a strong work ethic. They understand and are comfortable selling bare die and can support the distribution channel die requires. We welcome SEC to the Semi Dice team.



ON Semiconductor Product Pruning

We have received a notice from ON Semiconductor of an upcoming *Product Discontinuance* that will impact many of our customers. We will be sending out life time buy notices detailing the affected product types and part numbers. We strongly recommend you contact a Semi Dice salesperson as soon as possible or visit www.semidice.com to find out if this life time buy affects you.



Semi Dice Website

Good things can take time...and we are busy bringing our re-vamped site up to speed and hope to launch in the near future. Stay tuned. We will keep you posted on the anticipated unveiling and will look forward to your comments and input.

MTT-S International Microwave Symposium

An excellent venue to consider attending is the International Microwave Symposium (MTT-S). This year it is in Semi Dice's backyard; Long Beach, California. The show is at the Long Beach Convention Center on June 14-16, 2005. Mark the date and make a point to come by our booth.



Recipient of the 2004 Customer Service Award Meresol Pono – Fairchild Semiconductor



Every year the Semi Dice managers have the difficult task of voting for the top customer service individual from the suppliers on our line card. This year Semi Dice is very proud to announce that Meresol Pono, from the discrete Business Planning Group of Fairchild Semiconductor, was chosen as the top performer for Semi Dice. Meresol works out of the Cebu, Philippines plant, but the different time zones and country codes don't slow her down one bit. This year she bridged the gap and supported our bare die partnership like no other. Meresol was awarded a plaque, gift certificate and our hearty thanks. Congratulations Meresol!

IMAPS 2004

Intl. Microelectronics and Packaging Symposium

Long Beach Convention Center, Nov. 2004

The symposium proved to be a positive experience for our company with numerous customers coming by to see us in the booth. We received booth duty support from Alan Ankerbrand of Fairchild Semiconductor and Bob Callegari from Central Semiconductor. This venue is always a good opportunity to meet, greet and mix with fellow industry associates, past and present.

From left to right:

Jerry Flynt, President, Dan Cormack CEO, Walter Becker VP/ Div Mgr.



IMAPS personnel working the registration desk



Employee of the Quarter

3rd Quarter of 2004

Ky Tin

Test Engineer
Corporate Headquarters
Los Alamitos, CA



It gives us great pleasure to announce that Ky Tin has been selected as Employee of the Quarter for the third quarter of 2004.

Ky's continued hard work and dedication has earned him the special recognition of EOQ once again. Ky has demonstrated abilities and actions that have saved the company a significant amount of money, as well as increasing profits. Due to no small efforts on Ky's part, our Hi-Rel division had very strong shipments once again this quarter. He continues to add test programs to our library and has taken on additional responsibilities supervising the Hi Rel lab.

Ky can be counted on to go the extra mile, his efforts are to be commended and we offer our congratulations to him.

Congratulations Ky!

Employee of the Quarter

4th Quarter of 2004

Patti Bennett

Accounts Receivable
Corporate Headquarters
Los Alamitos, CA



Patti Bennett was selected as the Employee of the Quarter for the 4th quarter of 2004. Her photo below should look familiar to our Sentinel readers. Her smile has graced the pages of this newsletter in a previous issue, and coincidentally it was for being the Employee of the Quarter for the 4th quarter of 2003.

Patti works in our corporate headquarters accounting office and one of her primary functions is accounts receivable. She keeps collections in excellent shape and trains our front office staff. Patti can be counted on to take on extra responsibilities at a moments notice and continue to perform in an outstanding manner. Valued employees like Patti make Semi Dice a successful and well-respected company. Her commitment and loyalty to the company has earned her this recognition.

Congratulations Patti!