



Computer-Aided Design  
Communications  
Consulting

## FOR IMMEDIATE RELEASE

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### *Doug McKay Joins TRI-C Design as Automation Specialist*

NORTHFIELD, Minn. – July 31, 2002 – TRI-C Design, Inc. ([tri-cdesign.com](http://tri-cdesign.com)) is pleased to announce that Doug McKay has joined the company as an Automation Specialist. McKay will help lead the introduction of TRI-C Design's new Automation Services, which automates the flexible circuit and printed circuit board (PCB) tooling process.

McKay brings more than 20 years of industry experience to TRI-C Design, having most recently worked as a senior applications engineer for Orbotech, Inc., a worldwide high-tech equipment company that serves the PCB industry. There, he developed automation for Genesis 2000 software. He is one of the industry's leading experts on the automation of Genesis software, having worked with Genesis for more than seven years.

In addition to Orbotech, McKay has worked as an applications engineer for Valor Computerized Systems, Avar Integrated Solutions, Infinite Graphics Inc, Cybolic Sciences Inc. and Excellon Photonics.

"Doug is a great addition to the TRI-C Design automation team," said Keith Hildahl, president of TRI-C Design. "He has worked with most of the world's leading suppliers to the PCB industry and he has a clear understanding of the importance of TRI-C's new Automation Services for circuit manufacturers who are feeling pressured by global competition."

McKay believes that TRI-C Design provides an opportunity for him to contribute to industry innovation. "I'm excited to be part of a company that has the capacity to significantly help low-volume circuit manufacturers improve their business," said McKay.

#### *About TRI-C Design*

TRI-C Design ([tricdesign.com](http://tricdesign.com)), based in Northfield, Minn., has been a leading service bureau in the PCB and flex manufacturing market for more than 14 years. The company has built a strong reputation for its expertise in CAM automation, design and panelization.

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