



## ELECTROSTATIC DISCHARGE ASSOCIATION

*For Immediate Release*

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### **ESD Association and ALC Launch World's First Tailorable ESD Operator Training**

The ESD Association® of Rome, NY, U.S.A. and Automated Learning Corporation® of Kanata, ON, Canada are pleased to announce availability of a new training course in electrostatic discharge (ESD) control. The course is intended for electronics manufacturers that require controls for ESD sensitive components and assemblies, and can be custom-tailored to meet company specific ESD control program needs. **ESDA Operator Training** is the first computer-delivered ESD training to provide this content-tailoring feature. This new course was released jointly by the ESDA and ALC at the 29th EOS/ESD Symposium in Anaheim, CA, U.S.A., September 16-21 2007.

#### **ESD Damage Costs Manufacturers Millions**

Static discharge related failures are continuing to cost electronics manufacturers many millions of dollars every year. The cost of a damaged wafer, die, component, or assembly might be only a few pennies or might reach thousands of dollars. This has created concern for many manufacturers that are now required to deal with new generation of components that are very sensitive to ESD.

**Current industry standards** including *ANSI/ESD S20.20* require an ESD control program that includes initial and recurrent ESD awareness training for all personnel who might come into contact with sensitive items, and requires complete training records. S20.20 also allows for the tailoring of the company's ESD control program to meet specific application needs.

**ESDA Operator Training** is the first computer-delivered ESD training program to meet standards requirements for ESD training and training records, and to allow users to custom tailor ESD training content to match an S20.20 tailored ESD control program. While primarily intended for assembly operators and semiconductor technicians, this comprehensive ESD training course can benefit anyone involved in electronics manufacturing.

The course features the ALC LearnTech® computer based training system that delivers course content over a corporate network and includes automated registration and record keeping.

FMI: <http://www.automatedlearning.com/products/ESDAOperatorTraining.cfm>

[www.automatedlearning.com](http://www.automatedlearning.com) [sales@automatedlearning.com](mailto:sales@automatedlearning.com) Tel: (613) 599-9975 Fax: (613) 599-6466

#### **About the ESD Association**

Founded in 1982, the ESD Association is a professional voluntary association dedicated to advancing the theory and practice of electrostatic discharge (ESD) avoidance. From fewer than 100 members, the Association has grown to more than 2,000 members throughout the world. From an initial emphasis on the effects of ESD on electronic components, the

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Association has broadened its horizons to include areas such as textiles, plastics, web processing, cleanrooms, and graphic arts. To meet the needs of a continually changing environment, the Association is chartered to expand ESD awareness through standards development, educational programs, local chapters, publications, tutorials, certification, and symposia. Although founded and headquartered in the United States, the ESD Association has a strong international flavor. Its members come from more than 30 countries throughout the world. They serve on Association standards committees, present technical papers at the annual EOS/ESD Symposium, and provide the communication links with similar organizations in other countries. The ESD Association has the responsibility of representing the interest of the United States at the International Electrotechnical Commission (IEC) in the area of electrostatics. With the increasing need for global harmonization in the area of standards, the international focus of the ESD Association is vitally important. The ESD Association headquarters is located in Rome, NY, U.S.A.

FMI: [www.esda.org](http://www.esda.org) or email: [info@esda.org](mailto:info@esda.org)

### **About Automated Learning**

Automated Learning Corporation® (ALC) is a premier-provider of corporate learning solutions and e-learning products that improve performance in the workplace. ALC's LearnTech® products utilize the best in instructional design, with high levels of interactivity, careful attention to adult-learning principles, and skilled use of multi-media. ALC specializes in technical process training, serving a global market from North America to Hong Kong, with clients ranging from large multinational manufacturers to small, single location companies. ALC is committed to providing comprehensive, high quality, effective and easy-to-use learning solutions that deliver improved performance and business value. Automated Learning head offices are located in Kanata, Ontario, Canada.

FMI: [www.automatedlearning.com](http://www.automatedlearning.com) or email: [info@automatedlearning.com](mailto:info@automatedlearning.com)

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