

## Surface Mount Technology Association Press Release

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### **Microsoft's Jensen to Keynote SMTA International**

**Minneapolis, MN** - The SMTA is pleased to announce Rune Jensen, Microsoft, will keynote SMTA International the morning of Tuesday, September 19 with his presentation "Experiencing Mixed Reality - using the Microsoft HoloLens."

Microsoft's HoloLens is an untethered holographic computer that creates high-definition, 3D holograms using advanced nano-optics. These holograms become part of the real world through an array of sensors, which continuously sample the user's environment. HoloLens combines all the processing and components in a form factor that enables interaction with the real and the virtual worlds - in a natural way.

The ability to project 3D images into a user's field of view has many exciting applications in the industrial space with the ability to provide real-time information or images fixed in-space to a real-world object. Rune will share technical challenges and triumphs as well as illustrate several practical applications of this innovative technology.

Rune Jensen joined Microsoft in 2007. He is responsible for leading a highly technical team of Electrical, Mechanical and Design Verification engineers responsible for building the HoloLens Hardware. Prior to that, he was a Partner, Director of Silicon Engineering, responsible for SOC Development for HoloLens, Xbox One, Xbox 360 and Zune. Prior to joining Microsoft, Rune was a Chip Implementation lead at Philips Semiconductors and ReShape. Rune holds an MS in Electrical Engineering from Aalborg University, Denmark.

Taking place September 17-21, 2017 at the Donald Stephens Convention Center in Rosemont, Illinois, the conference features 20 workshops, 140 technical papers, and numerous complimentary offerings for engineers and professionals in the electronics manufacturing industry.

The early registration discount deadline is August 25, 2017. For full details and to register for SMTA International, visit [www.smta.org/smtai/](http://www.smta.org/smtai/) or contact SMTA Executive Director Tanya Martin: 952-920-7682 or [tanya@smta.org](mailto:tanya@smta.org).

#### **SMTA - A Global Association Working at a Local Level**

*The SMTA membership is an international network of professionals who build skills, share practical experience and develop solutions in electronic assembly technologies, including microsystems, emerging technologies, and related business operations.*

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