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***For Immediate Release***

## **PCEA and JITX to Hold PCB Design Community Meetup at PCB West 2024**

**PEACHTREE CITY, GA – SEPTEMBER 23, 2024** – The Printed Circuit Engineering Association and JITX today announced the printed circuit board design industry’s first meetup will take place October 9, 2024, at the PCB West trade show.

The event will feature networking and a special panel on generative AI and will be held at the Santa Clara (CA) Convention Center following the close of the exhibition on October 9.

The meetup is an opportunity to discuss the latest trends, best practices and solutions for using generative AI in hardware design with like-minded professionals in a relaxed and informal setting. The get-together features a period of networking followed by a short panel discussion and will take place from 6 to 7:30 p.m.

“In the spirit of collaboration and camaraderie, PCEA and JITX are thrilled to invite all registrants of PCB West to an evening of insightful conversations and networking at our inaugural PCB Design Community Meetup,” said Mike Buetow, president, PCEA. “Whether you're a seasoned professional or just beginning your design career, our larger aim is to put the fun back into learning about our profession.”

“We're excited to establish a new community for PCB designers in partnership with PCEA. Today, there's exploding interest in electronics design, especially as we work to reshore hardware manufacturing and engineering. However, we're missing the common ground for new and experienced designers to network,” said Duncan Haldane, CEO of JITX. “We're in a golden age of computer architecture and AI, and we designers can benefit if we can pull in a focused set of tools and resources that truly benefit experienced designers, while also attracting the next generation of engineers.”

Attendance is free for all badged registrants of PCB West. To register for a free badge for PCB West, visit [pcbwest.com](http://pcbwest.com).

### **About Printed Circuit Engineering Association, Inc.®**

Printed Circuit Engineering Association (PCEA)® ([pcea.net](http://pcea.net)) is a nonprofit association that promotes printed circuit engineering as a profession and encourages, facilitates, and promotes the exchange of information and integration of new design concepts through communications, seminars, workshops, and professional certification through a network of local and regional PCEA-affiliated groups. PCEA serves the global PCB community through print, digital and online products, as well as live and virtual events. PCEA publishes PRINTED CIRCUIT DESIGN & FAB ([pcdandf.com](http://pcdandf.com)) and CIRCUITS ASSEMBLY ([circuitsassembly.com](http://circuitsassembly.com)), as well as the PCB Update ([pcbupdate.com](http://pcbupdate.com)) e-newsletter. PCEA also produces the

PRINTED CIRCUIT UNIVERSITY ([printedcircuituniversity.com](https://printedcircuituniversity.com)) online training platform, and trade shows and conferences, including PCB East ([pcbeast.com](https://pcbeast.com)), PCB West ([pcbwest.com](https://pcbwest.com)), PCB2Day workshop series, and PCEA Training ([pceatraining.net](https://pceatraining.net)), the industry leading training and certification program.

### About JITX

JITX ([jitx.com](https://jitx.com)) is a code-driven EDA tool. Electrical engineers write code in JITX, and then run that code to automatically create schematics and layouts, for boards, systems of boards, and packages. Our code-meets-hardware approach serves today's engineers while keeping the next generation engaged in hardware design. JITX was founded in 2017 by a team of PhDs from UC Berkeley to bring the benefits of code-based automation from chip design to the rest of hardware. Headquartered in San Jose and Berkeley, our primary investor is Sequoia Capital, and our customers include Keysight and Lockheed Martin. Our recent technical breakthroughs include industry-leading performance for routing 30+GHz differential pairs, 10x schedule compression on memory routing, and extending the digital thread to system-level design.

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