



SchmartSCHTUFF Quarterly

Winter 2003 - *For Users of Schmartboard Electronic Circuit Building Blocks*

SchmartBOARD Signs First Distribution Partners

Schmartboard has started signing distribution partners to handle the full line of Schmartboard products. The Schmartboard products are available on the Schmartboard website, but the company wants to set up a distribution channel that may eventually replace company direct sales. Schmartboard intends to sign resellers based on criteria such as having retail locations, or specialty products that are focused towards engineers, hobbyists and students.

The first distributors signed are R&D Electronic Parts in Milpitas CA, Sandy's Electronic Parts in Reno NV, and Engineering Lab in Mississauga ON.

R & D Electronic Parts was chosen due to the fact that they have a popular retail location in the heart of Silicon Valley. Sandy's Electronics parts are affiliated with R&D and a well know source in the Reno area.

Engineering Lab was chosen over the larger and better known Canadian distributors for a couple reasons. Engineering Lab caters very prominently to all three Schmartboard customer-types: students, hobbyists and engineers. In addition they ship worldwide. Due to some international press on Schmartboard, we needed a source that could handle worldwide shipments, until local distribution is set up sometime in 2004.

SchmartBOARD to Be Written Up in the Press

Schmartboard is being evaluated by many press sources for stories. Look for upcoming articles in Nuts and Volts, Poptronix, Circuit Cellar, and Circuitree.

SchmartBOARD Announces Soldering Service

SchmartBOARD, now offers soldering of components as a service to its engineer, hobbyist, and student customers. According to Schmartboard VP Sales and Marketing, Neal Greenberg, "Despite the innovation that SchmartBOARD offers customers, especially in the area of using surface mount components for prototypes and projects, users may not always have the equipment, time or expertise to solder these components onto the Schmartboards. Schmartboard has put together an infrastructure that allows in most cases a 24-hour turnaround on soldering components when components are consigned. I do not believe that anyone else offers this service at this price to the masses. Our competitors focus on big order customers."

Schmartboard will offer this for customers who give consigned components, or Schmartboard will source components for the customer. There are no minimum requirements; it could be one resistor or multiple BGAs.

The cost is dependant on the number of pins on the component. Schmartboard feels that the pricing is very aggressive for a labor-intensive service. The pricing structure is as follows:

Discrete Components: .95/each
IC up to 32 pin: \$2.00/each
IC 33-71 Pin: \$3.00/each
IC 72-100 Pin: \$4.00/each
IC 100+ Pin or BGA: call

Intellect Lab to Give Away Free Schmartboards

Intellect Lab, a company that does engineering and manufacturing services for companies such as Intel, Cisco systems, Analog Devices, and National Semiconductor has announced that it will give a free Schmartboard sample pack to any company that gives Intellect Lab the opportunity to quote on new engineering or manufacturing jobs. Details are at www.intellectlab.com

SchmartBOARD Announces November Contest Winners

SchmartBOARD has started a contest to help introduce their new concept. Schmartboards are targeted towards engineers who would like to avoid having to do multiple revisions on PCB layouts and to students and electronic hobbyists who are tired of wire-wrap board and breadboard limitations. SchmartBOARD will give away 15 combination packs a month starting December 2003, with plans to do this monthly through 2004. Five will be given to professional engineers, five to engineering students, and five to electronics hobbyists each month. One only has to sign up once to be entered automatically every month.

The winners for November 2003 are as follows:

Engineers	Hobbyists
Ransom Peek	Travis Cage
John Myers	Dennis Friedman
Robert Bohrer	Matt Fillmore
Russ Hensley	Marty Fancher
Henry Carl Ott	Kenneth Ogle

Students

Dave Smith-Colorado School of Mines
 Sameer Parikh-Devry University
 Santhosh Meleppuram III. Inst. of Tech.
 Jason Wardlaw-Texas A&M
 Rocco Sbardella-U of Southern Maine