



**\*\*\*ATTENTION EDITOR\*\*\***

**FOR IMMEDIATE RELEASE**

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**SchmartBoard Signs MicroControllerShop.com**  
Distributor to Help Get SchmartBoard Into Embedded Market

Fremont, CA – March 9, 2009 – SchmartBoard announced today the signing of MicroControllerShop.com to carry the line of SchmartBoard prototyping products. MicroControllerShop.com is a shopping website operated by MicroController Pros Corporation that boasts the web's largest selection of embedded development tools and boards.

Users of embedded products generally need to create prototypes, which requires adding I/O, memory and other device blocks to the core embedded portion of the project. SchmartBoard can be a valuable tool for this process due to the ease of soldering surface mount technology (SMT) components with SchmartBoard and our building block approach, which allows you to create a circuit a building block at a time and then connect them together for the final circuit.

“MicroControllerShop.com is a perfect partner for SchmartBoard’s embedded market goals,” said SchmartBoard VP of Marketing Neal Greenberg. “We have been watching forums for users of PIC, ARM AVR, Parallax, and others and have observed that SchmartBoard is already a valuable tool to these embedded microprocessor users. Additionally, SchmartBoard will soon announce new products that are specific to this market. MicroControllerShop.com is in a perfect position to partner with us in introducing these new products.”

“Many of our customers are creating circuits and it makes sense to give them complementary tools which will add value to our embedded products,” says Volker Soffel, MicroControllerShop.com’s General Manager. “SchmartBoard’s line of products allows us to do this for our customers. We are also excited to see the future embedded-related products that SchmartBoard plans to release.”

**About SchmartBoard ([www.schmartboard.com](http://www.schmartboard.com))**

SchmartBoard™ is committed to helping engineers, students and hobbyists develop electronic circuits faster, easier, and less expensively than previously possible. SchmartBoard’s patented *Electronic Circuit Building Blocks* makes this possible. SchmartBoard’s “EZ” Technology and Solder By Numbers™ program makes the soldering of surface mount components and circuit creation accessible to virtually anyone.

**About MicroController Pros Corporation (<http://microcontrollershop.com>)**

MicroController Pros Corporation (µCPros) is an authorized distributor for many microcontroller tool vendors, which enables us to offer you the largest selection of Microcontroller Development Tools anywhere on the web. Conveniently shop, compare product features and prices online any time of the day or week.