



*****ATTENTION EDITOR*****

FOR IMMEDIATE RELEASE

Contact: Missy Bindseil, SchmartBoard
Missy.bindseil@schmartboard.com
830-237-9527

**SchmartBoard Releases New SchmartModule at
Del Mar Electronics Show**

Module to power-up circuits will retail for \$15.

Del Mar, CA (Del Mar Electronics Show) – May 2, 2007 – SchmartBoard, the developer of a new technology that has significantly simplified the creation of electronic circuits for hobbyists, education and industry, announced today the release of a new product – the Power SchmartModule.

SchmartBoard|ez prototyping boards allow virtually anyone to hand solder surface mount components easily, quickly and flawlessly. Before the release of this technology in late 2005, few people had the dexterity to hand solder surface mount components with small pitches. Additionally, SchmartModules are pre-designed common circuits that allow circuit designers to quickly and easily add common functionality to their circuit without having to “re-invent the wheel”.

The Power SchmartModule allows users to power up circuits with one of seven voltages. Voltage choices on the board are -9, -12, +2.5, +3.3, +5, +9 and +12 volts. The product comes as a bare board with a bill of materials, schematic and easy instructions. Users will solder the components onto the board themselves. The board uses SchmartBoard’s patent pending “ez” technology to make the soldering of the surface mount components fast and easy. Because the product has variable power options, one can reuse the product on many different circuits if they choose. The suggested retail price of the board is \$15.

The Power SchmartModule will be shown at the booth of SchmartBoard distributor Straight Road Electronics (#516), and in free seminars given by SchmartBoard at the Del Mar Electronics Show. (www.vts.com)

About SchmartBoard (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 patent pending *Electronic Circuit Building Blocks* makes this possible. SchmartBoard’s “EZ” Technology makes the soldering of surface mount components accessible to virtually anyone.

About Straight Road Electronics (www.straightroadelectronics.com)

Irvine, CA based Straight Road Electronics is a Woman owned Electronic Distributor whose line card includes: Antennas, Audible Signal Devices, Connectors/Interconnects, Passive Components, LEDs, EMI-RFI Shielding, Fans/Heat Sinks, IC Sockets/Adapters, Test Instruments, Magnetics, Power Cords/Cables, Power Supplies, Terminals, Switches, Terminal Blocks, Transformers, etc.

###