



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

FOR IMMEDIATE RELEASE

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**SchmartBoard Announces Circuit Design Contest
3 First Prize Winners Get an Apple iPad.**

San Ramon, CA – July 13, 2010 – SchmartBoard, a company that makes prototyping electronic circuits easier, has announced a contest for circuit design using microcontrollers from Microchip, Parallax and Texas Instruments called the 2010 SchmartBoard MCU Challenge.

The entrants can enter any or all of the segments and, utilizing SchmartBoard MCU Development Boards, design a circuit that best uses the MCU's from Microchip, Parallax and Texas Instruments. The contest runs from July 2010 through the end of the year.

The prizes for each of the three segments are as follows:

Microchip PIC MCU Segment

- First Prize – Apple iPad-16GB, WiFi
- Second Prize – Cue Radio Model r1
- Third Prize - MPLAB ICD3 In-Circuit Debugger
- Honorable Mention 1 - MPLAB Starter Kit for PIC18F MCU
- (4) Honorable Mention 2 - \$50 Coupon at Jameco Electronics or Robot Shop

Parallax Propeller MCU Segment

- First Prize – Apple iPad-16GB, WiFi
- Second Prize – Parallax Stingray Robot Kit
- Third Prize – Parallax PropScope USB Oscilloscope
- (2) Honorable Mention 1 - Elenco Snap Circuit Deluxe Kit
- (2) Honorable Mention 2 - \$50 Coupon at Jameco Electronics or Robot Shop

Texas Instruments MCU Segment

- First Prize – Apple iPad-16GB, WiFi
- (3) Second Prizes - eZ430 Chronos Sports Watch Dev Kit
- (3) Third Prizes - Programming tool for the MCU product of your choice
- (2) Honorable Mention 1 - First Choice of \$50 Coupon at Jameco Electronics or Robot Shop
- (2) Honorable Mention 2 - \$50 Coupon at Jameco Electronics or Robot Shop

Co-sponsors of the competition are Microchip, Parallax, Texas Instruments, Elenco, Robot Shop, Jameco Electronics, and Nuts & Volts and Servo Magazines.

Details and entry information can be found at: http://www.schmartboard.com/index.asp?page=mcu_2010

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 patented SchmartBoard's "EZ" Technology makes the hand soldering of surface mount components fast and flawless and are utilized by engineers, education and hobbyists for simple to complex electronic circuit design work.