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

FOR IMMEDIATE RELEASE

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SchmartBoard to Give Away Development Board for TI Microcontrollers

This is the second contest involving this new product.

SAN RAMON, Calif., -- August 10, 2010 -- SchmartBoard, a company that makes prototyping electronic circuits easier, has announced a new monthly contest for their new development board which supports Texas Instruments Incorporated's (TI) broad microcontroller portfolio, including ultra-low power MSP430, ARM® Cortex™-M3-based Stellaris and real-time control C2000 MCU platforms.

Traditionally, support of an MCU family has required multiple development boards, but Schmartboard's single development board supports all 64-pin QFP packages in TI's C2000 and MSP430 MCU platforms and all 48-pin QFP packages in TI's Stellaris MCU platform. This is possible because SchmartBoard's "ez" technology makes it easy and flawless to hand solder SMT (SurfaceMount Technology) components. The user can simply hand solder the supported MCU of choice to the board and then immediately begin programming.

SchmartBoard will give away one board per month as part of the launch of this product. This is in addition to the 2010 MCU challenge in which users can win an Apple iPad™ or a number of other prizes for designing a circuit utilizing the new Texas Instruments Development SchmartModule.

Users can sign up for the monthly contest at:
http://www.schmartboard.com/index.asp?page=schmartland_contest

The 2010 MCU Challenge can be entered by going to:
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.