



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

FOR IMMEDIATE RELEASE

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**“Electronics for Everyone”
SchmartBoard Selected To Launch New Product at Demo Conference**

Fremont, CA (August 19th 2005)-SchmartBoard, a company that develops products for prototyping electronic circuits, announced today that it has been chosen to participate in DEMOfall 2005. SchmartBoard will launch its latest circuit design innovation at the DEMOfall Conference held September 19-21 at the Huntington Beach Hyatt in California.

“SchmartBoard is one of 70 companies chosen to participate from hundreds of nominees for the DEMOfall 2005 Conference,” said Chris Shipley, Executive Producer of the event. “I saw SchmartBoard’s new technology and immediately invited the company to participate. The new product takes circuit board prototyping a major step forward and should also have significant implications to electronic engineering education as well.”

The DEMO Conferences are like no other. Each company who launches at a DEMO event, regardless of size, faces the same screening process. Rigorously screened from hundreds of technologies from around the world, DEMO demonstrators are only the most significant, relevant and viable, the ones that exemplify and lead emerging trends. The Palm Pilot launched at a DEMO, as did Java 1.0 and TiVo. Products from last year are being distributed nationwide by Circuit City and T-Mobile.

“We are excited to have the opportunity to launch our new line at the Demo Conference” said Andrew Yaung, CEO of SchmartBoard. “The impressive list of technologies that have been introduced at previous Demo events puts us in elite company. We feel privileged to launch this important technology in such a significant manner.”

About Demofall 05

The annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow’s cutting-edge technologies and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure funding, establish critical business relationships and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information on the DEMO conferences, visit <http://www.demo.com>.

About SchmartBoard

SchmartBoard^M is committed to helping engineers, students, and hobbyists develop electronic circuits faster, easier, and less expensively than previously possible. At Schmartboard, our three-word mission statement is “Electronics for Everyone”. More information is available at <http://www.schmartboard.com>