



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

**FOR IMMEDIATE RELEASE**

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**Electronic Circuit Building Blocks For Engineers, Students, and Hobbyists**

SchmartBOARD to Ship 1st Week of October 2003

Fremont, CA (September 15<sup>th</sup>, 2003)-A new product for developing electronic circuits called Schmartboard will start shipping the first week of October 2003. The product will be available at electronic retailers such as R and D Electronics ([www.randdelectronicparts.com](http://www.randdelectronicparts.com)) and on Schmartboard's website [www.schmartboard.com](http://www.schmartboard.com)

The product is targeted to electronic engineers, engineering students and electronic hobbyists. According to Neal Greenberg, SchmartBOARD's VP Sales and Marketing, "We have beta-tested the three target markets with great success. In addition, we have 60 Universities anxiously awaiting the product to test it for consideration as a teaching tool, and we have a seminar for 100 engineers from Silicon Valley companies on October 9<sup>th</sup> who are also awaiting the product."

Today Engineers spend weeks on new layouts, wait 1-2 weeks for a PCB, spend hundreds if not thousands of dollars on a prototype, only to find out that they need a revision...then do the process over again, and perhaps over yet again. Students and hobbyists spend weeks trying to use wire-wrap boards. Putting wire jumpers in between every component is tedious and very hard to trouble-shoot. The have had no other options though.

The Schmartboard solution allows one instead in a matter of hours to put together a board and instantly make modifications as one needs to. With Schmartboard one does not have to order a custom PCB or deal with wire-wrap boards. Schmartboards are pre-traced printed circuit boards that are connectable like building blocks. We call this patented product, "Electronic Circuit Building Blocks". They allow one to build electronic circuits on a SchmartBoard block by block, and then connect the blocks together to form a functional board. Because the boards are pre-traced, the need for wire jumpers is minimized, as opposed to breadboards or wire-wrap boards. The suggested retail for a combination pack will be \$49.95.

**About SchmartBOARD**

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.