



ATTENTION EDITOR

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Electronic Circuit Building Blocks For Engineers, Students, and Hobbyists

SchmartBOARD to Ship 1st Week of October 2003

Fremont, CA (September 15th, 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) and on Schmartboard's website 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 9th 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.