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## **Optimal Electronics Receives IPC Innovative Technology Award** One of Ten Companies Selected for Groundbreaking Technologies

**Austin, TX – March 5, 2007** – Optimal Electronics Corporation, a global provider of innovative software solutions for the control and optimization of electronics assembly processes, today announced it was recognized at the recent IPC APEX 2007 exhibition as one of 10 companies with groundbreaking technologies. Optel™ Dynamic Production Scheduling 6.0 received an Innovative Technology Award for its cutting-edge technology. It was also featured in a special showcase at the 2007 IPC Printed Circuits Expo®, APEX® and the Designers Summit at the Los Angeles Convention Center. The ITC showcased new and emerging technologies from all segments of the electronics interconnect industry, including assembly, printed circuit board (PCB) manufacture and design.

Optel Dynamic Production Scheduling is a key Lean Manufacturing software technology that is crucial for today's highly dynamic electronic manufacturing environment. The market has shifted to require high mix, low volume manufacturing, with ever-decreasing lead times. This requires companies to be more agile and efficient than ever before if they are to be profitable. The Optel Dynamic Production Scheduling software helps manufacturers meet due dates while eliminating unnecessary change-overs, reducing the change-over times, and minimizing WIP and inventory levels.

Optel Dynamic Production Scheduling takes work orders as input (usually from the customer's ERP/MRP system), scans them for common parts and due dates, and groups them in common setups. These grouped setups – rather than individual work orders – are then scheduled in the most optimum way across all available assembly lines and machines to maximize asset utilization. Dynamic Production Scheduling works in concert with the automated multi-vendor machine programming and optimization functions in the Optel suite to provide execution and control of the manufacturing process. It is configurable to support multiple optimization objectives and also provides an easy-to-use manual scheduling and rescheduling capability to react to changing demands, such as hot lots and prototype runs.

"We are pleased to be recognized by the IPC for this award," said Newt Hamlin, CEO of Optimal Electronics. "This award is reaffirmation of our ability to innovate and deliver state-of-the-art solutions to meet the demanding needs of the electronic assembly market."

APEX 2007 featured the products, technologies and services from 446 companies representing all facets of the electronics manufacturing industry.

Alicia Balonek, IPC director of trade show operations and staff liaison to the Innovative Technology Center (ITC) review board said, "Products that were submitted for consideration in the ITC were rated on their innovative features, how they differ from current products in the marketplace and what problem(s) in the industry they address. The number one reason that attendees visit the exhibition is to learn about new products and services. The Center provides a perfect opportunity to highlight products that are both new and innovative to our industry."

### **About Optimal Electronics Corporation**

Optimal Electronics Corporation is a global provider of innovative software solutions for the control and optimization of electronics assembly processes. Our flagship product, Optel™, has been used in production at F500 companies since 1998, delivering a true Lean Manufacturing environment with an incredibly short return on investment (ROI). Optel is the most comprehensive and powerful Manufacturing Execution System (MES) for managing the electronic assembly process. Our customers are able to control and optimize the entire manufacturing floor from their desktops, benefiting from increased agility, throughput, and quality while reducing their manufacturing costs.

This state-of-the-art system comprises a full suite of modules including production scheduling, grouped setups, machine program optimization, material verification, materials management, and detailed component level traceability, all integrated by a single global database. Optel's ability to control and optimize all aspects of circuit assembly is unmatched by competitors. To learn more, visit us at <http://www.optelco.com>.

### **About IPC**

IPC ([www.IPC.org](http://www.IPC.org)) is a global trade association based in Bannockburn, Ill., dedicated to the competitive excellence and financial success of its 2,400 member companies which represent all facets of the electronics interconnect industry, including design, printed circuit board manufacturing and electronics assembly. As a member-driven organization and leading source for industry standards, training, market research and public policy advocacy, IPC supports programs to meet the needs of an estimated \$1.5 trillion global electronics industry. IPC maintains additional offices in Taos, N.M.; Arlington, Va.; Garden Grove, Calif.; Stockholm, Sweden; and Shanghai, China.

*Product names listed are trademarks or trade names of Optimal Electronics Corp. and IPC*

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