



For Immediate Release

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Optimal Electronics to Present Technical Seminar at APEX 2008

AUSTIN, TX — March 18, 2008 — Optimal Electronics Corporation, a global provider of innovative software solutions for the control and optimization of electronics assembly, announces that it will present during the upcoming APEX 2008 trade show and exhibition. This case study on 'Lean Kitting' will be presented under the heading of Business II: Optimizing Your Return. APEX is scheduled to take place April 1-3, 2008 at the Mandalay Bay Resort & Convention Center, Las Vegas.

Optimal Electronics presentation, session #S06, will take place on Tuesday, April 1st, 2008 at 3.15 p.m. This paper will be presented by Dr. Ranko Vujosevic, the Founder, President and CTO of Optimal Electronics. It discusses kitting and how lean thoughts of the past would consider it a waste to be eliminated. A key finding is that eliminating kitting as a waste in electronic assembly may create waste in the area that does much more damage to the company's bottom line – assembly line throughput and process quality. The paper describes ways to eliminate waste in different phases of kitting, and illustrates 'Lean Kitting' using a case study conducted in a major contract manufacturer site.

Moderated by Charles Wade of Technology Forecasters, the Technical Conference sessions are designed to provide an opportunity to learn the steps a company will need to take in order to maximize profitability in today's highly competitive business environment. The challenging conference sessions will ask if a company understands their best choices at every stage of the product realization process and if they can pinpoint where opportunities and pitfalls lie. Following the theme of Business, the targeted sessions will focus on maximizing profits in an ever evolving market.

Optimal Electronics will also exhibit at APEX 2008 in booth 2147, where representatives will be available to discuss and demonstrate the company's products and technologies.

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About Optimal Electronics Corporation

Optimal Electronics Corporation is a global provider of innovative software solutions for the control and optimization of electronics assembly processes. The company's 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. 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 the company at <http://www.optelco.com>.