



News Release

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Advanced Assembly Launches New Service to Assemble Designs “Electronically” First

*One-of-a-Kind Service Helps Identify Design Errors Prior to Assembly, Reduces
Potential Holds Issues and Speeds up Design Cycle*

Aurora, CO – May 16, 2012 – Advanced Assembly, a Denver-based provider of SMT assembly services for engineers, today launched a new service that assembles designs electronically prior to production. Known as “Assemble Electronically First,” this free service gives engineers a sneak peek at their designs by creating a digital image using actual manufacturing data. The service automatically identifies potential design issues and allows engineers to make adjustments before assembly begins, reducing the need for project holds or costly remakes.

Advanced Assembly is the only company to assemble printed circuit boards (PCBs) electronically before production. With this innovative service, Advanced Assembly again raises the bar for quickly and accurately assembling pcb prototypes and low-volume orders. Benefits of assembling pcs electronically first include:

- Design verification performed in parallel with part procurement.
- Production holds reduced by identifying and fixing errors before project starts.
- Assembled pcs function as desired the first time.

"Having spent a decade in the industry watching products get more complex and design cycles shorten, we knew engineers needed help creating error-free designs before the manufacturing process started," said CEO and founder Lawrence Davis. "Assembling pcs electronically first allows us to double check designs so that if there are errors, they can be corrected upfront. It's just another way Advanced Assembly helps customers complete quality projects on-time and on-budget."

Advanced Assembly's new “Assemble Electronically First” service merges a customer's Gerber files, bill of materials (BOM) and XYRS files to create a single, comprehensive image of the design. In doing so, the service automatically identifies inconsistencies and problems such as incorrect part-to-pad fit, missing polarity designators, or incomplete part lists. Issues are sent to the engineer along with a virtual image of the board to be reviewed, fixed or approved.

Additional details on Advanced Assembly's new service including specific errors caught and images can be found at www.aapcb.com.

About Advanced Assembly

Advanced Assembly is an Aurora, Colorado company specializing in quick-turn, SMT assembly for design engineers needing low volume or prototype printed circuit board assembly. With customers like Motorola, AT&T and Intel, and close supplier relationships with Digi-Key, Mouser and Arrow, Advanced Assembly is quickly becoming the industry leader for prototype printed circuit board assembly. For more information visit <http://www.aapcb.com> or call 1-800-838-5650.

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