



## News Release

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### **Advanced Assembly Reaches 100,000 Visitors Worldwide**

*Company website, [www.aapcb.com](http://www.aapcb.com), provides pcb assembly information to thousands of engineers and purchasing agents in 128 countries.*

**Aurora, CO – August 3, 2010** – Advanced Assembly, a leader in SMT assembly services for printed circuit boards (pcb), today announced its company website, [www.aapcb.com](http://www.aapcb.com), has now provided pcb assembly information to 100,000 visitors from 128 different countries. This significant achievement is further proof that the company's focus on quick-turn, pcb assembly is meeting the needs of an untapped market and helping design engineers across all global industries.

Since launching its website in 2007, the company has experienced steady growth in the number of people coming to its site as well as the length of time spent there. While the highest concentration of visitors is from North America, Advanced Assembly's services are also beneficial to engineers based in other locations such as China, India, United Kingdom and Australia.

"Advanced Assembly is the only company built from the ground up for the specific purpose of machine-assembling low-volume boards in 3 days or less," said Lawrence Davis, Advanced Assembly CEO. "The continued growth in both company interest and financial success, even during a challenging economic downturn, is undeniable proof that our services are valuable to engineers worldwide."

To assist customers in design and producing error-free projects, Advanced Assembly's website, [www.aapcb.com](http://www.aapcb.com), features a combination of service information and useful resources for design engineers including:

- How to avoid the most common pcb assembly design mistakes
- Best practices for storing and kitting components
- PCB assembly tips from the company's lead engineer
- Industry glossary
- A comparison of service offerings based on need and budget

Advanced Assembly's website also provides a detailed explanation of its free virtual prototype service. Using customer-supplied manufacturing data, the company creates a digital image of the assembled circuit board. This allows engineers to view the design and fix any potential problems before beginning the assembly process.

### **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. The company is committed to delivering high quality services and is ISO 9001:2008 certified. For more information visit <http://www.aapcb.com> or call 1-800-838-5650.

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