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## Press Release - February 2007

### **APEX February 20<sup>th</sup> 2007 News Release:**

#### **Internet Based IPC-2501 Prototype Message Broker Service launched by Optimization Inc.**

Optimization Inc's newly formed business to design, develop and market CAMX compliant infrastructure solutions for the Electronics Manufacturing & Assembly industry is to launch an Internet based prototyping Message Broker Service at APEX 2007.

The nominally free service is easy to use and is offered typically to IT and Production Engineering staff of equipment suppliers and manufacturers that want to attach a machine(s) to a live Message Broker before integrating in a production line or simply want access to a Message Broker to gain experience with the IPC-25XX Standards CAMX Messaging Service. The 'Brave-Mission Message Broker Service will provide a test environment for message service compliancy and that the device is sending and receiving CAMX messages of correct form and consistency.

For parties interested in knowledge building a test copy of Bomber-Mission, a CAMX Client simulation tool from its eX-Mission Solution Suite is downloadable from the site. Follow the instructions from the [www.ex-mission.com](http://www.ex-mission.com) web site and the you can be testing or developing knowledge in 3 easy steps. Technicians in Optimization's US and European offices will be pleased to give support or discuss any general issues.

"The IPC have done a great job with the IPC-25XX Standards" say's David Hicks, CEO of the Nematron Group of Companies. "The industry has some way to go to match industries which pioneered machine to machine and machine to enterprise communication back in the 80's & 90's. IPC-2501 builds on the experiences of the last 20 years and delivers a 21st century Plug-&-Play solution to the Industry. Now the community needs to get behind it".

Optimization staff will be on hand at booth #1375 to discuss or demonstrate the benefits of the eX-Mission Solution Suite or any aspect of the IPC-2501 CAMX Standard.