



For Immediate Release:

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World Micro Partners with SMTA to Host Counterfeit Detection Webinar

Atlanta, GA, July 6, 2009 – Georgia's largest Independent Electronics Distributor, World Micro, Inc. today announced that it will host a SMTA Sponsored Webinar on the Inspection/Detection of Counterfeit and Reworked Electronic Components.

World Micro's Quality Director, Art Ogg commented, "With the continual contamination of counterfeited and reworked components originating from a worldwide stage, in addition to an ever increasing level of skills being used by the counterfeiters, it is most important for us to share with others the leading edge detection techniques pioneered and in use at World Micro".

Ogg further stated, "Over the last year and a half, World Micro has partnered with the SMTA by presenting our detection techniques through speaking engagements at SMTA Expos and symposiums around the country. This allows us to reach a wide variety of audiences and management levels in an attempt to educate our industry about the exposures we all face with receiving potential counterfeit or reworked electronic components. Several studies have shown that counterfeited electronic components are now showing up in *franchised distribution inventories, government inventories* as well as the *original component manufacturer.*"

SMTA and World Micro want to take this information to a higher level by using the internet to reach as many organizations as is possible to share this vital research and techniques developed by SMTA and World Micro.

About the event:

This presentation will focus on leading edge techniques and procedures being used to detect counterfeit and reworked electronic components in the open marketplace.

Attendees of the webinar will learn how the current counterfeiting organizations have come into being, why they flourish, what steps the U.S. Government is taking to mitigate their import into this country and what individual companies can do to limit their exposure.

The presenter will demonstrate actual examples and pictures of counterfeited parts and explain

how they were detected. Examples of equipment needed to make inspection processes more likely to detect counterfeited and reworked parts will be shown and explained.

In summary, the attendees will learn the sources of counterfeited components, how to inspect and detect components and what each company should do to limit their exposure to illegal parts in the United States.

The SMTA and World Micro webinar is scheduled for July 28th from noon to 1:30 PM (EST). Anyone interested in attending can register with SMTA at the link provided here: smta.org/education/presentations/presentations.cfm#counterfeit

Art Ogg joined World Micro in March 2006. As the Director of Quality, Mr. Ogg is responsible for World Micro Quality Initiatives, product quality, ISO Certifications and technical documentation. Prior to joining World Micro, Mr. Ogg held Senior Quality management positions with Seagate Technology and Digital Equipment Corporation. He brings 40 years of high tech electronics experience to this position. Mr. Ogg earned his degree in Business Administration from the North Central College. He is an IDEA Certified Professional Inspector, an ISO Lead Auditor and a 6-Sigma Greenbelt.

The SMTA membership is an international network of professionals who build skills, share practical experience and develop solutions in electronic assembly technologies, including microsystems, emerging technologies, and related business operations. www.smta.org

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