



## **Silicon Valley Veteran Launches Meeting Place for the OEM Electronics and Silicon Communities**

Salt Lake City, UT, June 25, 2008 --(PR.com)-- Electronics engineers and product manufacturers now have an online portal that's much more than another data-sheet directory. Through [OEM.com](http://OEM.com), they have instant, direct access to a massive and growing online community where they can meet, list and find electronics solutions, list and find jobs, read articles and keep current on the latest events and new product releases.

With its initial launch in June 2008, OEM.com immediately began filling a critical gap between manufacturers and their customers, says owner Jeff Harward, a 20-year veteran of the IT industry with senior managerial experience at Buy.com, and Western Digital.

“There are literally thousands of sites on the net where vendors can post their data sheets,” Harward said. “But I wanted to create something more than just a data-sheet directory. I wanted a living, thriving community of electronics engineers and manufacturers. Even at this middle stage of development, one visit will show you that this is the place for people who think, talk and work OEM.”

A site built with busy IT pros in mind

Features already in place on OEM.com include:

- A central portal directory that covers computer hardware, OEM software, embedded modules and software, parts and assembly, microprocessors and more
- A section where members can easily list products, services and industry events
- Forms through which to submit white papers, product releases and articles
- Featured articles on a diverse selection of topics, generated through CircuitCellar
- A Webinars page with upcoming events, archived past events and a place to create a new webinar
- Job listings with complete descriptions and salary information

“This is just the beginning,” Harward said. “Having worked closely with both the manufacturing and buying sides of the OEM industry, I know what our members and visitors are looking for. Primarily they need a place they can trust to answer their questions and point them in the right direction.”

OEM.com is meticulously engineered, right down to the name. When Harward and his CTO Gregory Ray set out to find the perfect domain name, they knew it had to be all-encompassing. They wanted a domain that would work as an umbrella for strategic partnerships within the OEM industry and allow the creation of even more rich media for the OEM.com platform. It didn't take long to realize that the best domain name was the most logical one: OEM.com.

“We could have settled for a name that less than perfectly described our product and process,” Harward said. “Instead we secured an initial round of outside funding and the ideal electronics industry domain.”



The website is slated for full launch in the fourth quarter of 2008. However, most of the features are already running at OEM.com.

#### About Jeff Harward

Harward has racked up 20 solid years of IT-industry experience. He served as managing director of Buy.com Europe and oversaw the creation of Buy.com U.K., a joint venture among Buy.com, Softbank and NewsCorp. In its first year of business, Buy.com generated \$115 million in revenue, setting a new record for the most revenue in the first year of business for a U.S. company.

While vice president of sales for Infinite Data Storage, a leading electronics ODM, Harward was responsible for embedded design wins in products from Sony, IBM, Hewlett Packard and others. As European general manager of Pinnacle Micro, a pioneer in optical storage technologies, Harward grew the organization into a powerhouse in the European storage industry.

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