

StartupFactory, LLC

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FOR IMMEDIATE RELEASE

Silicon Valley Solar Instrument Leader, OAI teams with StartupFactory, LLC to roll out new family of test and manufacturing tools

Oakland, Calif., 11-03-2011 – StartupFactory, LLC, a strategic communications firm specializing in early stage businesses, announced today that they have entered into an agreement with San Jose, CA-based OAI, to develop a highly focused campaign promoting a series of new solar/PV test and production tools. The consulting engagement focuses on developing a lead generation strategy using a combination of online, social media, direct marketing and collateral materials.

The new campaign is based around OAIs' solar product line which includes a Class AAA Solar Simulator System, I-V Tester, Solar Power Meters and Calibrated Reference Cells. OAI is also market testing a new Solar Array Test System, which will enable solar panel installers to characterize solar array efficiency at the point of installation. "Not all solar panel systems are created equal, and with more manufacturers marketing PV devices, product quality can vary greatly. Even panels and system equipment purchased from a dependable supplier can perform below specification - and the problem may not show up until installation", states Dr. Charles Turk, president of OAI. The Array Tester enables the installer to certify that the installed system is functioning at the specified efficiency on the day it is completed.

About StartupFactory, LLC

StartupFactory, LLC (www.startupfactory.biz) provides the strategic marketing services required by the new and early stage business. The company delivers sharply focused guidance specifically targeting the marketing "infrastructure" needed at this unique phase of business. The StartupFactory mission is to facilitate market entry using proven tools and techniques that add value to customers' brand and create or increase market awareness.

About OAI

OAI is a Silicon Valley-based manufacturer of advanced precision equipment for the MEMS, semiconductor, nano-technology, microfluidics and solar/PV industries. Products include UV exposure systems, mask aligners, UV light sources, solar simulator systems and solar power meters. With over 35 years of experience and thousands of systems and instruments in use around the world, OAI has earned a reputation for exceptional products and customer service.

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