NEWS

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FOR IMMEDIATE RELEASE

Austin engineering firm offers competition, award to local Web developers

Austin, Texas — January 22, 2008 — Syncopated Systems, an Austin-based computer engineering firm that offers Web site development services, is pleased to announce a new annual competition and free award for the best Web site developers in the greater Austin area. By offering the Greater Austin Web Developer of the Year or "GAWDY" award, Syncopated seeks to increase awareness of and compliance with industrial standards while promoting friendly competition among local Web site developers.

Syncopated recently found that about 90% of even commercial local developers' own Web sites fail to meet the most fundamental technical standards. Markup errors limit a page's accessibility to users, defeating the purpose of Web advertising. The worst Web sites have hundreds of errors, enough to crash popular Web browsers, and include the home pages of commercial Web site developers.

"Fixing markup errors is so easy," adds Syncopated founder John Carlsen, "that this problem shows us that many Web developers are clearly incompetent. Of course, there are many good ones, too. This competition will greatly benefit potential clients by differentiating quality practitioners from charlatans."

The first annual award is tentatively scheduled to be given in late June 2008, pending the nomination of sufficient qualified candidates. Official rules and instructions are available via Syncopated's Web site at < http://www.oddgods.com/webawards >.

Syncopated Systems engineers computer software and circuits for consumer and industrial products for entertainment, scientific and commercial applications. Syncopated's most notable recent projects include database software development for the 2006 World Congress on Information Technology held in Austin and contributions to the development of Sony's BluRay disc interface software used in its PlayStation 3. For more information, see the Syncopated Systems Web site at < http://www.oddgods.com >.

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