

# NEWS RELEASE

## SMITH MILLER MOORE

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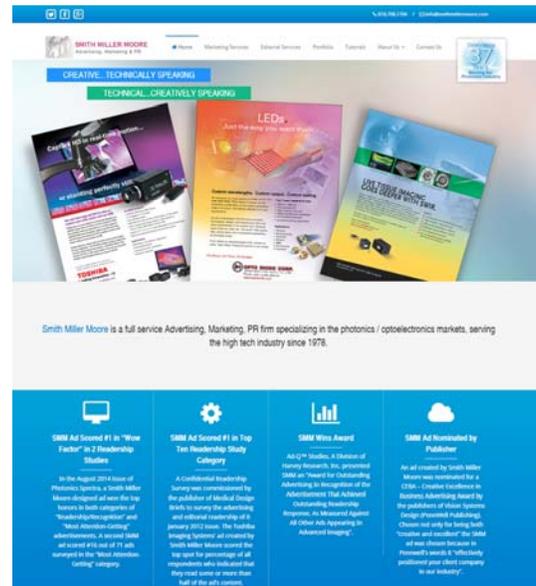
*For Immediate Release*

## Smith Miller Moore Launches New Photonics-Centric Website

**February 2, 2015 – Encino, CA – Smith Miller Moore (SMM)**, a full service advertising, marketing, and PR firm for the optoelectronics industry, announces the launch of its newly-restructured website [www.smithmillermoore.com](http://www.smithmillermoore.com) to celebrate the company's 37<sup>th</sup> anniversary and to coincide with SPIE's [BIOS/Photonics West 2015](http://www.spie.org/BIOS/PhotonicsWest2015) trade show. The new, photonics-centric site includes a Portfolio section with “technically creative and creatively technical” print ads, brochures/literature, online ads, trade show booths, logo designs, web site designs, and beautiful cover art designed to emphasize SMM clients' feature articles.

In the Editorial Services section, a large collection of feature articles, technical briefs, and roundtable discussions showcase the breadth of Smith Miller Moore's photonics clients' technologies with an historical archive of works that has been published in a number of photonics-related publications. SMM clients' press releases, product releases, and event announcements are also found in the same section.

The Marketing Services and Tutorials pages offer an overview of the company, and a clear perspective on the benefits of an integrated marketing approach for photonics companies, respectively. SMM's About Us section features testimonials from clients and colleagues, case studies, and company highlights.



Patti Smith and Marlene Moore of Smith Miller Moore will be available for consultation during SPIE's BiOS/Photonics West 2015, The Moscone Center, San Francisco, California, Feb. 7-12, 2015. For more information, go to: [www.smithmillermoore.com](http://www.smithmillermoore.com) or to make an appointment to meet during the tradeshow, please call 818-708-1704.

**Smith Miller Moore, Inc. (Encino, California [www.smithmillermoore.com](http://www.smithmillermoore.com))** is celebrating 37 years as a full service advertising, marketing and PR agency for high tech industries. With expertise in fully-integrated marketing, Smith Miller Moore helps their clients increase market share and grow sales revenue. Founded in 1978, the fully-woman-owned company is strategy-oriented and goal-focused. SMM specializes in the photonics/optoelectronics market and related vertical industries.

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