



# PRESS FRELEASE

## Schrock Innovations, Inc.

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**To:** Business & Technology Editor

**Date:** 10/27/2006

**Regarding:** Mayor Coleen Seng, Schrock Innovations Launch Computer

### Comments:

The information contained in this media fax is intended for immediate release. You may directly quote any or all of the materials contained within this document.

For additional information, or to conduct an interview, you may also contact Thor Schrock, a local computer security expert and owner of Schrock Innovations. His cellular phone number is (402) 212-5393, and he can be emailed directly at [tschrock@schrockinnovations.com](mailto:tschrock@schrockinnovations.com).

Schrock Innovations has been voted the #1 Independent Computer Repair Company in Lincoln and in Omaha (KFOR Best of Lincoln Survey 2003-2006 & Omaha Magazine Best of Omaha 2005). Schrock Innovations provides New computers, computer repair services, and complimentary computer consulting.

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# Press Release

## Schrock Innovations to Hold First-Ever Holiday PC Launch Event

### Mayor Coleen Seng, Smart Computing Magazine to Speak

Lincoln, NE – October 25 2006: Schrock Innovations is putting Lincoln, Nebraska on the technology map by teaming up with Lincoln **Mayor Colleen Seng** and the Lincoln Recycling Office to launch one of the most advanced personal computers available on the market today.

The 2006 Holiday PC from Schrock Innovations will be officially christened on **November 3<sup>rd</sup> at the Villager Inn and Suites in the Lincoln Ballroom at 2:00 PM.** Each year Schrock Innovations releases a computer that exceeds the specifications available from most national brand PCs. While this years PC certainly fills that bill, what is notable is the national and international attention the company is drawing.

The new computer is drawing considerable industry attention for the features it offers at a \$1,499 price point. **In an unprecedented move, Smart Computer Magazine will be reviewing Schrock Innovations' Holiday PC this year for coverage in their international magazine.** Typically national magazines do not review local or regional PCs unless there is a compelling reason to do so.

In addition, the company has arranged a Comdex-like event at the Villager Inn and Suites on November 3, 2006 to launch the 2006 Holiday PC. **Coby Mach of KLIN's Drive Time Lincoln, Mayor Colleen Seng, Gene Hanlon from the Lincoln Recycling Office, and Rod Scher of Smart Computing Magazine are slated to speak at the event.**

The new computer system boast many industry fists such as a 1 TB hard drive and a standard 19" widescreen LCD display. The computer also sports a handy 2 GB of system memory and a Dual Core 64-bit processor.

Schrock Innovations will also be giving away a three-night stay in a Branson, MO condominium courtesy of [www.insureneb.com](http://www.insureneb.com) to one lucky person in attendance. The company has reserved 100 seats for the public, which are nearly sold out at the time of this release. Individuals interested in attending should contact Schrock Innovations at 423-9595 to reserve tickets before the day of the event. Free cookies and fresh coffee will be served to those in attendance.

**Members of the media who wish to attend need to contact Thor Schrock at 402-212-5393 to obtain a press pass for the event.**

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