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**Online Tech Community door64 Announces TechMap -  
Austin's First Technology Company Mapping Service**

**Austin, TX - July 15, 2009** - Matt Genovese (contact: [matt@door64.com](mailto:matt@door64.com)), founder of online tech community door64, announces the door64 TechMap. Built on a Google Maps platform, this service allows technology companies throughout the Central Texas region to pinpoint their geographic location while providing pertinent details to the public and other members of the tech community. At only \$200/year, the service is meant to be accessible to most, if not all, technology-oriented companies in the area.

A way for local tech companies to get exposure in the tech community and take advantage of the door64 network, which has over 5700 members to date, the idea stems from Genovese's personal experience. With an M.S. from UT and a dozen years working at local technology companies, he is about as connected to the local tech community as a person can be. However, in validating new members of door64, he often found that they worked at companies previously unknown to him.

"If I don't know about these companies," he said, "others like me probably don't either. Especially for small tech companies, it's difficult to establish a 'Hey, we're here!' presence in the local tech community without significant cost." Genovese went on to say, "Be it for finding potential employees, enhancing sales and marketing efforts, or creating partnerships with other local tech companies, exposure breeds opportunity. I want to make it as easy as possible for local tech companies get that exposure. In fact, we have over 5700 people who want to know that they exist."

Each company profile shows the company's geographic location, categorizes them by size and industry, includes descriptive information, and lists any social media presences (e.g. Twitter or Facebook) that they have. Anyone can view these profiles online at <http://door64.com/techmap>.

"We believe it's a natural extension of our online community," Genovese offered. "The goal of this online community has always been to build relationships," he added, "and this is just another way for local tech companies to make themselves known and connect with other members of the community."

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**door64 is a community of over 5000 technology professionals** from the Austin and Central Texas high-tech industries, including semiconductors, hardware, software, IT, web/internet, telecom, clean-tech, bio-tech, and energy. Website [www.door64.com](http://www.door64.com) offers local tech forums, events, jobs, blogs, news and more. Founder Matt Genovese, a Freescale and Motorola alum, who holds a Masters in Electrical Engineering from the University of Texas, is a hardware engineer and software consultant.

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