

IDE Incorporated
Product Design & Development

300 El Pueblo Road
Suite 100
Scotts Valley, CA 95066
Telephone 831-438-2888
Fax 831-438-5448
www.ideinc.com



PRESS RELEASE

IDE Appoints Bob Lang as Director of Systems Engineering

SCOTTS VALLEY, CA (August 11, 2009) - IDE Incorporated is pleased to announce the appointment of Bob Lang to the position of Director of Systems Engineering. Mr. Lang brings over 23 years of experience in all aspects of engineering, managing and designing products from concept through high volume production in both small and large technology companies. Mr. Lang has held executive engineering management roles at numerous Silicon Valley companies and has been designing hardware and firmware embedded systems his entire career. Bob's strengths are at a system-level with hands on design capabilities as well as project and client management expertise.

Mr. Lang is a former client of IDE and had utilized IDE as a product design and engineering resource while at Gyration, where Mr. Lang served as Director of Engineering, and most recently at LevelVision, where he served as Chief Technology Officer. "Bob and IDE have been developing products together for almost eight years" states IDE President and CEO, David Moriconi. "We have collaborated on wireless "in-air" computer mice and remote controls; wireless keyboards, and large, ruggedized flat panel LCD display products. Now, Bob will lead our systems and electronics development programs from within IDE, working with the same design team he's worked with for the past eight years." The addition of Bob Lang as director of IDE's systems and electronics design services enhances IDE's highly reputable product design and development organization, and allows IDE to better serve those customers seeking a comprehensive, turnkey, single source product design solution.

About IDE Incorporated

IDE Inc. is a Scotts Valley, California product development firm providing multi-disciplined turnkey product design and development services to technology-based companies throughout the world. IDE's clients include many of the world's most successful and innovative companies. Visit IDE's web site at www.ideinc.com.

Contacts for IDE

David Moriconi
President

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300 El Pueblo Road, Suite 100
Scotts Valley, CA 95066
USA
831-438-2888
dmoriconi@ideinc.com
www.ideinc.com