



## For Immediate Release

## Press Release

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**IDE Inc. Designs The GO 2.4 Series Wireless Optical Mouse For Gyration Scotts Valley, CA (July 7, 2005)** - IDE recently completed the design of the Gyration GO 2.4 Series Wireless Optical Mouse. Gyration Inc., a Thomson company, is a leading provider of advanced hardware and software solutions for the business communication, home entertainment and computing market segments. The company has developed and patented unique gyroscopic technology by which an inertial sensor detects natural hand motions to move a cursor or graphic intuitively on a television screen or monitor. IDE has provided Gyration with its unique blend of industrial design and mechanical product development services for four generations of innovative "in-air" pointing devices spanning the past 15 years.

### Range and Mobility

IDE designed the GO 2.4 Series to perform comfortably and intuitively as a traditional desktop mouse and as a far more flexible and free "in-air" input device. The unique ergonomic needs of Gyration's Wireless Optical Mouse sculpted the resulting form. The dynamic top surface was developed for traditional computer navigation needs, whereas the bottom surface was shaped to fit the palm comfortably and enhance the user's in-air experience, translating its motions through space into very intuitive on screen movements. One of the prime benefits of using the GO 2.4 Series is the fact that it frees the user to be mobile and roam up to 30 feet from his or her computer, with no line-of-sight limitations.

### Customization and Control

The GO 2.4 Series incorporates the computer industry's de facto standard right and left buttons on the front of the mouse, including a scroll wheel & third button, the forward sloping form of these two buttons is geared to the dual use nature of the GO 2.4 Series. When the user holds the mouse in-air the hand slides back on the mouse, requiring the form of the buttons to extend back allowing the users thumb to properly activate the two buttons as needed and navigate the on-screen interface. The three function buttons on the top surface, behind the two mouse buttons and scroll wheel, are contoured and scaled mainly to create a tactile interface so that the user needn't look at the buttons to make use of them, especially in low light environments. The three buttons are needed for the user to create customizable programmable macros that assist in carrying out several tasks when away from the computer, such as during presentations or while navigating the interface of a Home Theatre PC easily.

IDE designed the thin and elegant charging cradle to compliment the mouse in both form and function.

### About IDE Incorporated

IDE Inc. is a Scotts Valley, California product design firm providing multi-disciplined product design services to technology-based companies throughout the world. IDE clientele include many of the world's most successful and innovative companies. Visit IDE's web site at [www.ideinc.com](http://www.ideinc.com).

### About Gyration, Inc.

Gyration, Inc. is a leading provider of advanced hardware and software solutions for the business communication, home entertainment and computing market segments. The company has developed and patented their unique method by which an inertial sensor detects natural hand motions to move a cursor or graphic on a television screen or monitor. Visit Gyration's web site at [www.gyration.com](http://www.gyration.com)