

IDE Incorporated
Product Design & Development

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PRESS RELEASE

IDE Inc. Celebrates 20th Anniversary

SCOTTS VALLEY, CA (January 6, 2006) – Scotts Valley-based IDE Inc. celebrates 20 years of success and award-winning product design and development. Over the last two decades, IDE has designed more than 300 products, including products found in the home, the office, automobile and briefcase, bicycle mountain trails and race courses, precision test laboratories, and military field hospitals. They even designed and manufactured the custom laptops computers used in the motion picture *Twister*.

IDE was founded in 1985 by President and CEO David Moriconi and the late Dr. Petr Sehnal to provide industrial design, graphic design, mechanical engineering and product development for technology-based companies. Their history in Scotts Valley, however, goes back even further, to 1980. Moriconi and Sehnal met while working at Victor Technologies, where they were responsible for the industrial design and mechanical engineering of the award winning Victor 9000 desktop computer. In 1986, IDE moved to its current location in the Willow Pond building at the corner of Mount Hermon Road and Lockwood Lane. That same year, IDE opened an in-house modeling and prototype facility, expanding its set of concurrent design and development services. Today, IDE employs 11 full-time engineers, designers and technicians and 4 part-time or contract employees.

IDE began using 3D CAD tools as early as 1987 and the following year they developed an entire product directly from 3D CAD data. By continuing to seek out and employ state-of-the-art computer-aided design and development tools for functions such as solids modeling, finite element analysis and precision CNC machining, IDE ensures that its products and designs are state-of-the-art. This advanced design methodology allows the customer to thoroughly evaluate the financial production requirements and costs accurately verify the performance of the design before making large capital investments, thereby greatly reducing their risk and making the transfer to manufacturing cost-effective and seamless.

As IDE's reputation grew, so did the types of products they were developing, including telephones, medical equipment, scanners for inventory management and retail applications, notebook, laptop and hand-held computers, audio and video head-sets, MP3 music players, keyboards and samplers, micro fuel cells, and bicycles. Their clients include successful and well-known companies such as Agfa, AT&T, Bio-Rad, Compaq, Creative, Epson, Fujitsu, Johnson & Johnson, Mitsubishi, Philips, Plantronics, Seagate, Samsung, Tatung, Warner Brothers, and Xerox as well as smaller companies and leading edge start-ups

such as Gyration, MTI Micro Fuel Cells, Kestrel, Ibis, Teledex, E-MU Systems, Wescor and Stereographics.

IDE maintains their position at the forefront of their field by consistently turning emerging technologies into innovative, marketable products. A recent example is their instrumental role in the design and development of the world's first handheld commercial product powered by a micro fuel cell, the Intemec IP3-FC/750 radio-frequency identification tag reader.

IDE's work has been widely recognized for its excellence and innovation. Products which IDE has designed or help develop have won more than a dozen awards from organizations such as the Industrial Designers Society of America, Chicago Athenaeum Museum of Architecture and Design, Popular Science Magazine, Popular Mechanics Magazine, and London Design Museum.

Never content to rest on its laurels, IDE recently added electronic system design capabilities to complement the mechanical and industrial design services on which it has built its success. This gives IDE the capability of designing and developing a product directly from a customer's raw concepts and fundamental technologies. Specifically, IDE can now provide services such as embedded system design and system design for custom applications as well as application-driven selection of processors, power supplies and display devices. IDE can also incorporate image processing into the product design. They can even embed system software from both proprietary and open-source operating systems. And, of course, all of this is built in a stylish, cost-effective and efficiently manufacturable design that IDE's customers have come to expect.

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.

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