



For Immediate Release

Press Release

Contact:

Jeff Holcombe

IDE Inc.

831-438-2888

jholcombe@ideinc.com

David Moriconi

President

IDE Inc.

831-438-2888

dmoriconi@ideinc.com

IDE's Second Consecutive IDSA Industrial Design Excellence Award.

Scotts Valley, CA (June 11, 2001) --- Product Designers IDE Inc. today announced their second consecutive IDSA Industrial Design Excellence Award, 'the foremost recognition of excellence in industrial design,' for the world's first and only digital film cartridge. Silicon Film's EFS-1 electronic film system instantly converts a 35mm SLR camera into a digital camera. The EFS-1's technology provides for 24 high-resolution digital images, which can be downloaded to its own storage unit, the (e)box. The (e)film's carrying case, the (e)port, doubles as a type 2 PCMCIA card and is USB equipped, providing unmatched versatility for the field-based photographer. The overall concept behind the EFS-1 system is its ability to coexist with an existing 35mm SLR camera including high-end lenses, flash units, and filters. Thus, the EFS-1 expands a photographer's repertoire without negating his or hers current photo investment. Creative yet intelligent design along with IDE's proven mechanical engineering know-how were key in the development of the EFS-1. In its entirety, the EFS-1, which retails for \$699, is an integrated, smart design that unfolds like a Russian Doll. All three modules, the (e)film cartridge, (e)port carrier, and (e)box storage module, dock together and separate easily creating a user friendly, comfortable, symbiotic form that is highly functional and attractive.