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## For Immediate Release

## Press Release

Contact:  
Jeff Holcombe  
IDE Inc.  
831-438-2888  
[jholcombe@ideinc.com](mailto:jholcombe@ideinc.com)

David Moriconi  
President  
IDE Inc.  
831-438-2888  
[dmoriconi@ideinc.com](mailto:dmoriconi@ideinc.com)

### **IDE Award Winning Design Acknowledged At Bay Area's Best 2000**

**Scotts Valley, CA (November 10, 2000)**--The IDE designed Kestrel KM40 Airfoil, which received a 2000 international Industrial Design Excellence Award (IDEA), was recognized by the San Francisco chapter of the Industrial Designers Society of America (IDSA). The Bay Area's Best (BAB) event, which is a celebration for the Bay Area IDEA winners, was held at the San Francisco Museum of Modern Art (SFMOMA) on October 17, 2000. The evening was an impressive display of the skilful design firms of the Northern California area. IDE President and CEO David Moriconi accepted the award on behalf of IDE's lead designer Doug Jones, IDE team members, Andy Hooper, Bob Rogers, and Niall Macken, and Kestrel-USA engineer Kent Whiting.

The IDSA sponsors a yearly international design competition called the Industrial Design Excellence Awards (IDEA). Standing true to form the San Francisco/Bay Area produced several award-winning designs. Of the 1,078 entries submitted, 161 products received gold, silver and bronze awards. 14 Bay Area companies received 23 honors. The 10 categories ranged from graphic design, consumer products, medical and scientific equipment, and transportation products. The entries were judged by 16 renowned/non-affiliated designers. Each IDEA winning award was scrutinized following five categories of criteria: design innovation, benefit to the user, benefit to the client, ecological responsibility, and appropriate aesthetics and appeal.

"The goal of the IDEA is to foster business and public understanding about the impact of industrial design excellence on the quality of life and the economy."

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