



## For Immediate Release

## Press Release

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### **IDE Inc. Designs Com21's Latest Offering To The Cable Modem Market**

**Scotts Valley, CA (October 17, 2001) ---** In the broadband communications market most leading companies offer high speed, data security, and expandable platforms. Taking this into account, how does a company differentiate themselves from the competition? By enhancing function with style. Through creative yet practical industrial design, Com21 has done just that.

IDE's design for the Com21 Comport cable modem was inspired by what the product would provide, 'an ocean of information.' In order to define the product's character and direction, the cable modem's design language was developed around this theme. IDE created a sleek, marine inspired, sculptural design that has strong consumer appeal.

The modem's user interface panel was designed as a small elliptically shaped bezel with metallic finish, five LED indicators, and COM21's multi-color logo. The interface panel interrupts the parting line created by the two enclosure halves giving the product a "face" or focus area.

The sides of the modem required venting at the top and bottom, so a vent array was scaled proportionally and fanned radially with a widening scallop that runs along the top of the major side scallop. The lower scalloped areas above the detachable base contain a subtle crease wherein a special feature for wall mounting has been created. Below this subtle crease is a vent pattern that follows the same visual lines as the vents found above. The array scales elegantly as it rotates with the shape and width of the side crease detail of the design. The detachable foot has been sculpted in order to visually complete the lower edge of the smaller side scallops. The soft surfaces and crisp edge transitions make this cable modem friendly enough for the home and resolute enough for the personalized office space.