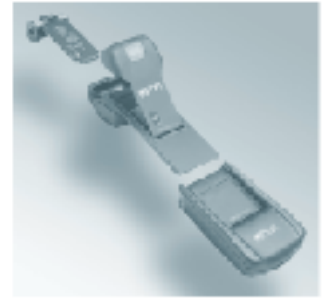


IDE Incorporated
Product Design & Development

269 Mount Hermon Road
Suite 206
Scotts Valley, CA 95066
Telephone 831/438-2888
Fax 831/438-5448
www.ideinc.com



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

Bridging The Gap Between Future And Current Technologies.

Scotts Valley, CA (August 1, 2000) --- Will digital photography do to traditional photography what CDs did to records? Rather than making optical cameras a thing of the past, the EFS-1 electronic film system combines the future of digital imagery with the best of conventional photography. The overall concept behind the EFS-1 system is its ability to coexist with your present 35mm SLR camera, including lenses, flash units, and filters. Thus, expanding a photographers repertoire without negating his or hers current photo investment. It gives the field-based photographer the ability to rotate back and forth between digital and conventional film-providing a new standard of photographic versatility. In its entirety, the EFS-1 electronic film system 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 well thought out, highly functional, and attractive. The EFS-1 was recently recognized for excellence in design, in the consumer products category of the 2000 Parametric Technologies Corporation (PTC) Awards.

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