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Press Release



For Immediate Release

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IDE and Ziatech Add Ketris Character To The Behind The Scenes World Of The Internet.

Scotts Valley, CA (July 1, 2000) --- As you surf the digital highway have you ever wondered what complex devices facilitate your travel? The World Wide Web does rely on amazingly powerful hardware, but the massive machines that create paths on the Internet are often hidden behind closed doors. Are these systems merely giant slabs of electrical boards or do they encompass aesthetic design, even appeal? At IDE, our product design team ponders such questions. For Ziatech Corporation, IDE transformed what is often an ugly mass of sheet metal into a stylish, high impact design customers and OEM's can display in an open area. The IDE designed Ketris 2000 and 9000 Systems communicate quality through their strong but smooth sculptural forms. The concave display and control details support their overall design by presenting crisp surface transitions and distinctive character. The Ketris 2000 and 9000's muted metallic surfaces evoke the sophistication of the Ketris technology while showcasing Ziatech's high value in the applied computing solutions market. Shortly following the introduction of the Ketris System, Intel Corporation acquired Ziatech for \$240 million.

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