



NEWS

For Immediate Release

Media Contact: Gary Kimball
Kimball Communications, LLC
610-559-7585
gkimball@kimballcomm.com

EVO Makes Ergonomics Beautiful at CES 2006

LCD mounting arm establishes new standard in computer ergonomics by delivering elegant yet functional design to the desktop

Innovative also introduces affordable 7-Flex LCD Arm for desktop mounting, ArcView for multi-screen gaming and wall mount for flat panel televisions

Easton, Pa. – January 5, 2005 – Innovative Office Products, Inc. (www.lcdarms.com), will unveil the new EVO LCD mounting arm on January 5 at the Consumer Electronic Show in Las Vegas (Booth 70567). EVO is first new LCD arm redesign in five years for Innovative, a pioneer in mounting solutions for computer monitors.

EVO is designed for design-conscious commercial and home office furniture computer users who understand that computing can be done both in comfort and in style.

"EVO's dramatic, yet clean lines and lustrous finish will distinguish any desktop," said Bud Oddsen, president of Innovative Office Products. "EVO establishes a new standard in computer ergonomics by delivering elegant yet functional design to the desktop."

The elegant arm levitates a flat panel monitor above the work surface, enabling fingertip adjustment of monitor height and position. All movement is entirely intuitive—there are no buttons or levers. EVO rotates 360 degrees at three pivot points, extends 17.5 inches and has a vertical range of 10.5 inches. Arm strength is user-adjustable, allowing the user to float monitors from 6 to 13 pounds.

"EVO provides Innovative with the basis for a new product platform that combines intuitive utility with elegant design," Oddsen said. "This combination will establish Innovative as the leader in a fragmented yet expanding product category, and will lead directly to market share growth."

EVO accommodates VESA-compliant monitors with a clever quick-install mechanism, which allows monitors to securely snap into position. Monitors also may be quickly released by pressing a tab—a time-saving feature that is valuable for environments where it is critical to minimize workstation downtime.

Other unique EVO features include

- A design that allows EVO to fold back upon itself, enabling the user to push the monitor back flush with the wall. This creates a multi-functional workspace, where the monitor can be moved out of the way when not needed.
- A desk clamp mount with integrated handle to aid quick setup. The mount may be reconfigured for through desk bolting, providing greater installation flexibility.
- Integrated cable management, clipping cables beneath the arm in order to reduce workspace clutter.

Also at CES, Innovative introduced the LCD Wall Mount, ArcView series of arms and the 7-Flex LCD Arm:

- The 7-Flex is an updated version of Innovative's popular 7000 LCD mounting arm, featuring an easier-to-use desktop mounting system and affordable \$149 suggested retail price. Like the EVO, it suspends monitors above the desk surface and rotates 360 degrees at three swivel joints, allowing the user to quickly reposition the monitor with one hand for greater flexibility and ergonomic benefits.
- The ArcView series of LCD arms suspends two or more flat panels, making it perfect for gamers to sit comfortably. The adjustable arms can be attached to desks, walls and other surfaces, liberating space and enabling gamers to move monitors easily with one hand so they can comfortably view images from different angles. Some models offer side-by-side monitor mounting and the ability to tilt and pivot each monitor independently.
- The LCD Wall Mount, priced at \$49 retail, mounts any LCD television on a wall with a 30-degree tilt up and down and 30-degree turn left and right for viewing comfort. Four and eight-inch extension arms are available and can be combined to increase extension to 12 inches. Arms are VESA-monitor compatible, with adapters available.

"The 7-Flex and LCD Wall Mount combine the superior functionality Innovative is known for with a new affordable price that extends their appeal to the home computer and television user," Oddsen said Bud Oddsen.

About Innovative Office Products, Inc.

Innovative Office Products, Inc. is an Easton, Pa., manufacturer that designs and builds an industry-leading product line of mounting solutions for computer monitors and keyboards. Founded in 1986, the company produces innovative products and custom-designed solutions that serve the needs of such prominent customers as the New York Stock Exchange, IBM, Lockheed Martin and NASA. Among many design awards received by the company is a silver medal by Business Week magazine's *Best Product Designs Of The Year* for 2002.

Demonstration arms, photos and media interviews are available. Contact: Gary Kimball – 610-559-7585 – gkimball@kimballcomm.com

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