



News

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EVO LCD Mounting Arm Receives "red dot" Design Award

The prestigious international red dot is awarded annually for superior design quality and innovative design

Easton, Pa. and Essen, Germany – March 31, 2006 – EVO, the new LCD mounting arm that "makes ergonomics beautiful," has received a red dot product design award (www.red-dot.de/press), one of the most sought-after design awards worldwide. A jury of prominent European design specialists awards the red dot quality label annually for superior design quality and innovative design.

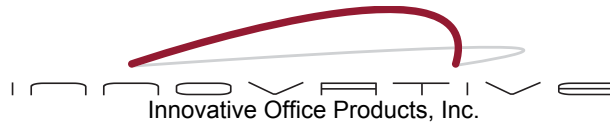
EVO, first introduced by Innovative Office Products Inc. (www.lcdarms.com) in January at the 2006 Consumer Electronics Show in Las Vegas, is the first new LCD arm redesign in five years for Innovative, a pioneer in mounting solutions for computer monitors. EVO targets design conscious commercial and home office furniture consumers who understand that computing can be done both in comfort and style.

"We're excited and honored to have EVO recognized by the international design community for the dramatic, yet clean lines that distinguish any desktop," said Bud Oddsen, president of Innovative Office Products.

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.

Receiving an award in an internationally renowned design competition such as the "red dot award" is an important indicator whether a product has the potential to be successful on an international scale.

"Many companies participating in the red dot design award have been successfully investing in innovation and design for a long time in order to stand out from the competition and to convey their brand values," explains Professor Dr. Peter Zec, initiator of the red dot design award and president of the international design association ICSID. "However, creativity by itself is not enough; the products also have to be of high quality. And it is also the task of design to communicate this quality."



The festive award ceremony takes place on June 26, 2006 in the Essen Aalto Theatre. The award-winning works will be exhibited in the special exhibition “Design on stage – winners red dot award: product design 2006” from June 27 to July 23 in the red dot design museum in Essen. The red dot design museum houses the largest permanent exhibition of contemporary design worldwide.

The red dot design award

With more than 5,000 entries in its categories red dot award: product design, red dot award: communication design, and red dot award: design concept the red dot design award is one of the leading and largest design competitions worldwide. Since 1955, the Essen Design Zentrum Nordrhein Westfalen has annually selected outstanding design quality and paid official tribute to the award-winning products in an exhibition.

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. In addition to the 2006 Red Dot 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.

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