

Press Release

Definitive Design's WAVE Interface was showcased in INNOVATION Magazine's "Alive & Well" section of the summer 2009 edition

(Displayed in the Design Innovation section of Innovation magazine is the WAVE Interface designed by Definitive Design)

Langhorne, PA – July 2009 - Definitive Design Inc. was featured in the prominent INNOVATION Magazine for their design of the WAVE Interface. Described as “a sculpture blend of interactive electronics and home ornamentation reinvents the ubiquitous remote control,” the WAVE Interface, a photo realistic rendering, was designed to act as a universal remote control mastering all of the electronics within the home and or business all while incorporating a state of the art telecommunication system with the ability for holding conference calls from anywhere in the world.

According to Tom Powers, Senior Industrial Designer, Definitive Design, “The advantage of a photo realistic rendering allows the client to visualize the product and manipulate the color, texture, material, and graphic to create a specific feel and look. In essence offering the ability to drastically reduce prototyping costs, to collect a greater vast of information for market research thus gaining a better understanding of market interest, and ultimately to build the precise expectation of the end-result.”

Innovation is a quarterly publication of the Industrial Designers Society of America (IDSA), and is a well respected design magazine that provides in-depth coverage of design issues and long-term trends while communicating the value of design to business and society at large. You can check out their website by going to www.innovationjournal.org.

Definitive Design is a full service product development firm specializing in consumer, medical and industrial product design. They understand the importance of innovativeness, cost effectiveness, time efficiency, having an array of resources on hand, and most importantly going above and beyond their customer's expectations. For further information please contact Definitive Design at 215-741-6805 or visit their website at www.definitive-design.com.

