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Press Release

Source: Innovative Design Engineering Animation

Innovative Design Engineering Animation (IDEA) is First Company To Take Product Ideas and Turn Them into Something Manufacturers Can See, Feel - And Buy

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SAN FRANCISCO--(BUSINESS WIRE)--People don't buy ideas -- they buy products. This philosophy is driving the success of Innovative Design Engineering Animation (IDEA), a company determined to give inventors - and their ideas - a fighting chance at getting noticed, bought and developed by manufacturers. IDEA's unique process takes an inventor's idea or patent and turns it into a real product that manufacturers can truly notice, touch, feel, understand, and license. And, much more effective than some scribbles jotted down on a napkin.

Ideas are like belly buttons.

"Everyone has one," said Ajay Gupta, president of IDEA. "But until you do something to prove that you have a working idea, you are not going to get manufacturers interested in it." The work done by Gupta's firm proves to manufacturers that an inventor's ideas and patents are not only workable, but exciting and profitable, too. This helps individuals who might not otherwise understand that they have to "sell" their idea, to get their viable innovation noticed. "Normally what happens is that an inventor will take the line art that's provided with their patent and send that to manufacturers," said Gupta. "If you're lucky, the package gets opened, and even if it gets opened, the receiver will have to read through the entire patent and all of the details to fully understand how the product would work." IDEA's process, which involves not only the creation of an animated product demonstration but can also include discovery research, industrial design, engineering, prototyping, marketing and licensing, helps inventors beat those 1 in 100 odds of seeing their patent grow to fruition.

Define. Discover. Identify. Design.

IDEA begins by taking a good look at the inventor's patent, and thoroughly defining the project to help guide the next steps. Once project parameters have been defined, project teams drawn from IDEA's staff of over 90 industrial designers, animators, and engineers from among a variety of disciplines conduct research to gain a comprehensive understanding of needs and opportunities for the product. Then, multiple concepts are developed to address the identified needs, and the inventor decides which concept continues through the rest of the process.

The end result places in the inventor's hands an average 30-page portfolio/presentation package that tells the complete story of the product and it's potential. The package may include an animated CD with 2D and 3D CAD and a storyboard that fully explains and shows how a product will look on the shelf, in the end-user's hands, and even how it would interact in its environment and fit into today's culture. IDEA also provides a manufacturing assessment telling manufacturers what processes will be utilized to make the product, what it might cost to manufacture and bring to market, and even what type of profit margin the manufacturer might expect.

A Concierge For Patents.

IDEA will even help the inventor market the presentation by researching potentially interested companies, identifying key or interested individuals within those companies, getting the package into the right hands, and following through after it's delivered. The company's "Patent Concierge" service, available 24/7, allows inventors to determine

exactly where in the process their patent is by simply logging on to the internet. "Patents are like children," said Gupta. "They need constant attention paid to them, in order to end up with a functioning adult or, in the inventor's case, product."

About IDEA, Inc.

Innovative Design Engineering Animation (IDEA) has found a breakthrough engineering and marketing process that converts an idea into a real product that most manufacturers will notice and license. IDEA has developed an extensive proprietary product designing, engineering and marketing system. Plus, we have a smart marketing system that ensures all key decision makers in your industry will receive your product's Marketing and Licensing Portfolio. For more information on how IDEA can develop your idea, please visit www.ideaproductdesign.com.

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Source: Innovative Design Engineering Animation

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