

## **FOR IMMEDIATE RELEASE**

### **THE POWERSTRIP EVOLVED: FLEXITY POWERSQUID™ SURGE PROTECTOR HONORED IN THREE CATEGORIES, INCLUDING “BEST OF MOBILE OFFICE/HOME OFFICE” IN THE 2006 CES INNOVATIONS DESIGN & ENGINEERING AWARDS**

**SANTA CRUZ, CALIF. – November 16, 2005 –** The Flexity PowerSquid™ Surge Protector, the brand new product from the inventors of the PowerSquid™, has been honored by the Consumer Electronics Association (CEA) as “Best of Mobile Office/Home Office” in the 2006 CES Innovations Design and Engineering Awards competition. The Flexity PowerSquid Surge Protector also received “Honoree” recognition in the ‘Audio Accessories’ and ‘Computer Accessories’ categories.

The Flexity PowerSquid Surge Protector is the next step in the evolution of the power strip. It offers instantly recognizable benefits, owing to its breakthrough cephalopod design which incorporates flexible arms for the female outlets. These arms easily accommodate transformer plugs without wasting any outlets, provide greater reach and flexibility, and are easier to plug and unplug than traditional powerstrips. It has stepped outside the box-like approach of all of its predecessors and reinvented the moribund power delivery category for modern, mobile lifestyles.

The Flexity PowerSquid Surge Protector’s cutting edge design is matched by equally sophisticated circuitry. All models feature next-generation Ultra-MOVs™ (the component that actually absorbs the surges) with premium joule ratings, ranging from 1020 to 3280 joules, for maximum protection. All models also feature Purestream™ EMI/RFI noise filtering to reduce electromagnetic interference which can impair performance. Coaxial cable and phone line protection are standard on all PC models (many damaging surges come through these connectivity lines), with gold-plated coaxial connectors and an integral line-splitter for phone-lines. The flagship Calamari model features two neon glowing female outlets, an audible alarm, and a 360° rotating flat-profile male plug.

“We are honored to receive the 2006 CES Best of Innovations Award, which is tantamount to an Oscar in this industry and truly cause for celebration” said Chris Hawker, founder of Trident Design, LLC, inventor of the PowerSquid. “We look forward to introducing the premium design of the Flexity PowerSquid to manufacturers and retailers throughout the international CES community.”

Flexity, LLC, is launching the product to specialty, catalog and online retailers at the 2006 CES in January, for delivery later in the first quarter of 2006 at a starting MSRP \$49.99.

Sponsored by the CEA and endorsed by the Industrial Designers Society of America (IDSA), the CES Innovations Awards highlight product advancements in technology design and engineering.

To find out more about the Flexity PowerSquid™ Surge Protector or other product designs from Trident Design, LLC, please visit [www.powersquid.net](http://www.powersquid.net) or [www.trident-design.com](http://www.trident-design.com).

### **About Trident Design, LLC**

Flexity, LLC is a venture of Trident Design, LLC, inventor of the PowerSquid™ as well as many other innovative products. Trident’s manifesto is to ‘invent the future’ through the creation and distribution of products that transform everyday objects into opportunities to enjoy life. For more information on Trident, please visit [www.trident-design.com](http://www.trident-design.com).

### **About Flexity, LLC**

Flexity, LLC is a new company introducing the Flexity PowerSquid™ Surge Protector. Headquartered in Santa Cruz, CA, Flexity is dedicated to reinventing the power delivery category for modern, mobile lifestyles. Flexity provides sales support for leading retailers, operates a feature-rich e-commerce website ([www.powersquid.net](http://www.powersquid.net)), and supports the PowerSquid™ brand by coordinating the SquidSquad, made up of lovers of this breakthrough product.

### **About CES Innovations Awards**

The CES Innovations Design and Engineering Awards program recognizes the most innovative consumer electronics products in 20 categories. A preeminent panel of journalists, designers and engineers select the winners with endorsement from the Industrial Designers Society of America, the voice of industrial design.