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News Release

Ignition, RadioShack Receive CES Award for Robotics Design System

PLANO, Texas, United States (January 5, 2006) – Ignition, Inc., a worldwide human-centered design firm, announced today that the RadioShack Vex Robotics Design System was chosen to receive one of only 30 CES Best of Innovations 2006 Design and Engineering Awards. Sponsored by the Consumer Electronics Association (CEA), the producer of the International Consumer Electronics Show (CES), and endorsed by the Industrial Designers Society of America (IDSA), the CES Innovations Awards highlight product advancements in technology design and engineering.

“The Vex Robotics Design System is an innovative product that allows young people to create and build robots that can do amazing things, while learning about science and technology,” commented Douglas Laube, Ignition founder and CEO. “Vex gives inventors the tools they need to build virtually any robotic device the mind can conceive – and all in one package. We feel honored that this competition has recognized the innovation in the Vex Robotics System.”

The Innovations Design and Engineering Awards program enables consumer technology manufacturers and developers to have their products judged by an independent panel of journalists, designers and engineers, according to CEA. The Best of Innovations distinction is awarded to products that earned the highest honors in each category from the panel of judges. Winners of this year’s prestigious awards were selected from over 1,000 entries from 160 countries worldwide.

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The Vex Robotics Design System allows anyone to create and construct a radio-controlled robot, according to the designers. Targeted to young inventors, educators and hobbyists of all ages, the Vex starter kit contains everything required to design a robot that lifts, throws and races. Each kit is equipped with over 500 parts – variable-speed motors, programmable microcontroller, multiple gears, various wheel types, configurable chassis and more.

The starter kit allows for an unlimited amount of configurations so that no two robots will be the same. In addition, a broad assortment of Vex accessories allows inventors to enhance the performance and functionality of their robots.

This breakthrough robotics line offers young people and teachers the opportunity to explore the possibilities of science, technology, engineering and math in an entirely new way, according to the designers. By working together to create robots that perform exciting challenges, they also gain valuable problem-solving and team-building skills.

“The collective efforts and vision of the entire Vex team have contributed significantly toward this CES milestone and the validation of the Vex platform,” commented Joel Carter, Vice President – Brand Management at RadioShack. “This recognition comes as no surprise to me, given the breadth and talent focused on this singular vision.”

About Ignition:

Ignition, Inc. is a worldwide human-centered design firm with offices in Dallas, Taiwan and Hong Kong. Ignition identifies opportunities in the form of unarticulated user needs and wants, and develops innovative business and product solutions by applying “heuristic” processes, creative talent, and agile links to manufacturing and distribution. Ignition empowers clients with key brands or emerging technologies to design successful new products – and move rapidly and reliably from innovation to market results.

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