



PRESS RELEASE

## SE2 LABS PARTNERS WITH DESIGN ENGINE FOR DEVELOPMENT OF HOME THEATER CONSOLE

Companies Seek To Combine Attractive, Upscale Design with Superior Reliability

DRAPER, UTAH – April 30, 2005 – SE2 Labs has partnered with Design Engine to create an industrial design for the Integrated Theater Console, the company announced today. SE2 Labs, a home entertainment technology company based near Salt Lake City, Utah, selected the Sandy, Utah-based Design Engine because of the company's strong portfolio of attractive and durable designs for technology products, according to SE2 Labs founder and president Michael Pyle. "We knew we wanted a very polished look," Pyle said. "We plan to make the Integrated Theater Console a mainstay of high-end home theater products, so we looked for an innovative and dynamic product development firm that had the design chops to capture the upscale look and feel that matches our vision for the product."

The Integrated Theater Console, or ITC, is now in prototype development. The ITC will combine a state-of-the-art HD-DVD player, Hi-Def TiVo, a high-end Digital Surround Processor, high-end Class D amplifiers, an Apple Video iPod with Dock, and a top-of-the line gaming system, among many other features and components. The entire package will be contained in a single box the size of a microwave oven, and controlled by a single proprietary remote control. The completion of a working industrial and mechanical design will enable SE2 Labs to complete a working prototype.

### About SE2 Labs

SE2 Labs, the specialists in bringing simplicity and elegance to the high-end home theater market, is the brainchild of Michael Pyle, former owner of high-end custom installation firm Aurant. The firm is headquartered in Draper, Utah.

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