

News Release

For Immediate Release

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Reversica introduces hardware with innovative 'rotaxial' motion; hides a thin screen TV on one side and a bookcase on the other

INDIANAPOLIS, IN - September 9, 2005 - At CEDIA EXPO 2005, Reversica introduced a one-of-a-kind hardware system for the home theater market that rotates a 50" plasma or LCD TV along with 12 feet of full size bookshelves.

"Plasmas and LCD screens look great when turned on but when turned off, they are interior design eyesores," said Reversica CEO Bill Stone, "With the Gyre 6300, homeowners can transform their home theater into a warm living room. You'd never know that there was a complete entertainment center behind that bookcase."

As easily as opening a door, a Gyre-equipped cabinet twists completely around hiding the plasma or LCD and revealing shelves for whatever the homeowner wishes to display. Since the Gyre 6300 can hold up to 375 lbs. in a 17.5" depth, books, stemware, china, a wine rack or collectibles could be stored on the other side.

The Gyre Slim, a thinner, 7.5" version of the standard Gyre, allows the homeowner to display original artwork or a mirror on one side and a thin screen TV on the other. Both models can be mounted in walls, above fireplaces or built into entertainment furniture.

The Gyre is a motion hardware kit that allows cabinets rotate in a unique space-saving manner. Contractors, cabinetmakers or furniture makers take care of all woodwork. Design, trim, wood choices and finish are limited only by the homeowner's imagination.

Dual use rooms

Modernizing homes with new components and thin screen TVs lead to living spaces looking less like rooms and more like production studios. The Gyre from Reversica gives homeowners dual use rooms: an inviting living area and a contemporary entertainment room.

"Everyone who has seen it agrees," Stone said, "You have to see the Gyre's elegant motion in action. A description just won't do it."

A video of the Gyre in motion can be found at <http://www.reversica.com/products>

The Gyre 6300 is available immediately from Reversica and is sold to contractors, builders, cabinetmakers and others in the trades. The MSRP is \$3000.

About Reversica Design, Inc. (<http://www.reversica.com>) Reversica is a Santa Cruz, California-based design and manufacturing firm that creates mechanisms to reconfigure products in unusual and unexpected ways. They will be exhibiting at CEDIA EXPO 2005 from September 9-11, 2005 at booth 2054.

About CEDIA EXPO (<http://www.cedia.net/expo>) CEDIA EXPO is the largest residential electronic systems tradeshow in the US.

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