

News Release

For Immediate Release

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Reversica's new plasma/LCD concealment hardware is "like adding another room to your house."

Design uses unusual 'rotaxial' motion to flip a 50" flat screen TV 180° and reveal a bookcase on the other side - all in a slim 18" case

HIGH POINT, NC - A California company is turning heads in the home entertainment furniture market with the introduction of their Gyre 6300 flat screen concealment hardware system.

"It's like adding another room to your house," said Cynthia Miyashita, president of Berkeley Mills, with a smile when she saw the utility of the Gyre turning a home entertainment room into a private library.

With a motion described as 'rotaxial' by Reversica's CEO and the product's inventor, Bill Stone, the motion hardware allows a 50" plasma or LCD screen television to twist completely around revealing a bookcase with 12 linear feet of space. One minute you're watching TV and - spin the Gyre around - the next minute your home theater is now a library and you're ready for book club night. The space could also be used for DVDs or as a display for collectibles.

Use Space Better

The Gyre doesn't pivot like a Lazy Susan but swings out, tracing a teardrop pattern and returning to its original location, only reversed. Because of its unique design, all this takes place in a case good about 18" thick. Many are surprised the case can turn around in something so slim.

"Calling the Gyre's motion 'rotaxial' is the best way to describe its unique spinning and gliding action," said Stone.

"Everyone who has seen it agrees," Stone said, "you can't describe the Gyre's elegant motion with words alone. It's unexpected and familiar all at once. You have to see it in action."

Motion by Reversica

The Gyre 6300 will be on display at Century Furniture's showroom at the International Home Furnishings Market in High Point, NC, From April 14-20, 2005.

Still photos and a video of the Gyre 6300 in motion can be found at
<http://www.reversica.com/press/>

About Reversica Design, Inc. (<http://www.reversica.com>) Reversica is a Santa Cruz, California-based design and manufacturing firm which creates mechanisms to reconfigure furniture in unusual and unexpected ways.

About High Point International Home Furnishings Market (<http://www.highpointmarket.org>) High Point Market is the largest wholesale home furnishings show in the world with over 10 million square feet of exhibition space.

About Berkeley Mills (<http://www.berkeleymills.com>) Berkeley Mills is a California firm specializing in handcrafted premium furniture and woodworking designs.

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