

## EchoViz Designer Michelle Berryman to Promote Design Awareness at Consumer Electronics Show

Echo Visualization Principal a panelist at the exposition's only industrial design session

**Atlanta, GA, January 6, 2004:** Echo Visualization, LLC, the Atlanta-based design consultancy, announces that principal designer Michelle S. Berryman, IDSA, will serve as a panelist for the "Industrial Design as a Competitive Edge" session at the International Consumer Electronics Show (CES) in Las Vegas. The moderated panel discussion takes place on Friday, January 9, at 1:30 pm in the convention center's North Hall, room N253.

Part of the Industrial Designers Society of America's ongoing Design Awareness program, the session will demonstrate some basic principles and explore the value of good design. Berryman joins IDSA president and session moderator Bruce Claxton, IDSA (senior director, design integration at Motorola, Inc.) as well as Abby Godee (director of marketing at Smart Design), Jean-Jacques L'Hénaff, IDSA (director, industrial design at Terk Technologies), and Ravi Sawhney, IDSA (president and CEO at RKS Design). This is the only industrial design-related session at CES.

"As in other markets, industrial design can make a tremendous impact in consumer electronics. Yet not everyone understands its importance," says Berryman. "We want to raise awareness of what design can do for the bottom line. But we also want to emphasize some intermediate benefits, such as how proper design processes can accommodate-and even enhance-product development for goods with very short time-to-market cycle times."

A member of the IDSA board of directors, Berryman holds the title of secretary/treasurer for the national organization. She also chairs the Communications Committee, which initiated the Design Awareness program.

In addition to a survey of industrial design concepts, the free session will touch on key examples: why factors such as customization and aesthetic feel can dramatically impact market share; the results of a major audio electronics manufacturer's multi-disciplinary approach to product research and design; and how a major shoe manufacturer entered a new market with a design-led product initiative that grew to represent a surprisingly large percentage of revenues.

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### **About the International Consumer Electronics Show**

Billed as the world's largest annual tradeshow for consumer technology, CES brings together manufacturers, retailers, content providers and creators, broadband developers, wireless carriers, cable and satellite TV providers, installers, engineers, corporate buyers, government leaders and others from more than 113 countries. CES is sponsored by the Consumer Electronics Association of Arlington, Virginia. Visit CES online: <http://cesweb.org>.

### **About the Industrial Designers Society of America**

The Industrial Designers Society of America (IDSA) is the voice of the industrial design profession, advancing the quality and positive impact of design. IDSA's mission is threefold: Lead the profession by expanding our horizons, connectivity and influence, and our service to members; inspire design quality and responsibility through professional development and education; and elevate the business of design and improve our industry's value. IDSA is based in Dulles, Virginia. For details, visit [www.idsa.org](http://www.idsa.org) or call 703.707.6000.

### **About Echo Visualization**

Echo Visualization, LLC, designs media, exhibits and broadcast sets with expert attention to the principles of effective user interface and human interaction. The EchoViz team applies its professional training and experience in industrial design to collaborate with clients in defining, visualizing and creating ideal solutions across a variety of markets. EchoViz interactive projects range from product interfaces to multi-media product catalogs to custom sales presentations. EchoViz broadcast sets balance the needs of viewers and live audiences. EchoViz exhibits translate design considerations into physical, three-dimensional spaces at trade shows. The Atlanta-based EchoViz staff is active, locally and nationally, in promoting industrial design as a discipline. For more information, call 404.222.0282 or visit [www.echoviz.com](http://www.echoviz.com).