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FOR IMMEDIATE RELEASE

**Austin Product Development Community
Strong and United In Current Economy**

Austin, TX – August 2009 – Pump Studios, a firm specializing in mechanical design strategy and implementation, reports that the product development community in Austin has remained strong, despite global economic woes.

“Austin is truly an oasis for product design, with some of the most talented and hardest working designers and engineers in the country,” says Pump Studios partner, Kevin Keller. Over the past several years Pump has enjoyed the benefits of working within a vibrant and cohesive product design community.

The award winning GO! Fabric Cutter, developed for AccuQuilt by Pump Studios in partnership with local industrial design firm Fahrenheit Design, was recognized as an IDEA finalist in the 2009 International Design Excellence Awards, sponsored by the Industrial Designers Society of America (IDSA) and *BusinessWeek*. This spring, the Craft and Hobby Association (CHA) named the cutter “Best Innovative Product of 2009”. The recognition caps a series of innovative product achievements for Pump and for the Austin product design community.

Other product launches from Pump Studios highlight the strength gained by collaboration. Recent successes include the Demy digital kitchen recipe reader, designed for Austin’s Key Ingredient, and developed in collaboration with another local firm, Mixer Group. The Sonic Golf S1 uses sound to train pros, and social players alike, to improve their swing, and reflects the styling of a local Austin designer and mechanical design by Pump Studios. The S1 has been a huge hit on the PGA circuit including PGA pro golfer Vijay Sing.

“System-1 has helped me tremendously. I always had a good rhythm, but I never had a consistent rhythm. It’s making my swing a lot more consistent, not just with the driver but the whole game. It’s one rhythm for the whole game instead of having a quicker rhythm for irons or slower rhythm for the driver.” – Vijay Singh, after winning the 2008 Deutsche Bank Championship

A large part of the industry’s strength is the community spirit between design professionals, even outside the office. On the last Thursday of each month engineers, designers, colleagues, and friends get together to share tales of success, struggles, and to network. Peter Kaltenbach, co-founder of Pump Studios says, “Getting together each month with colleagues maintains the vibrant product design community that we all enjoy in Austin.”



About Pump Studios:

Pump Studios is an Austin based product design firm. Founded in 2007 by experienced product design professionals, the company is dedicated to offering exceptional mechanical design and support throughout the development process. Pump Studios works with clients, creative designers, industry leaders and executives to ensure product success.

For more information visit Pump Studios at www.pumpstudios.com

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