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Motion's C5 Mobile Clinical Assistant Featured in ID Magazine's 2009 Annual Design Review

Designed by Motion with lenartstudios llc, the C5 was recognized for its portability, functionality and unique design

AUSTIN, TX and SAN FRANCISCO – July 31, 2009 – Motion Computing®, a leader in mobile computing and wireless communications, today announced that *International Design Magazine* (I.D.) has awarded a 2009 Annual Design Review Honorable Mention to the C5 Mobile Clinical Assistant (MCA). The design of the C5, the healthcare industry's first MCA, is a result of a partnership between Motion and industrial design firm lenartstudios llc.

The C5 surprised the judges with its crisp white color, rounded, rubberized corners and rugged yet sleek lines. "It screams portability," Gregory Montalbano, equipment and technology judge, stated, "talk about a convergent design."

"Lenartstudios is thrilled that the C5 has been recognized for its unique design elements focused on the needs of healthcare professionals," said Chris Lenart, principal, lenartstudios llc. "We look forward to continuing our work with Motion where we can create great product experiences leveraging industrial design."

With its long list of integrated features, the C5 was designed by Motion specifically for clinicians. Motion and lenartstudios worked together to create a new computing tool that incorporated all of the required features, as well as those specifically requested by healthcare customers. "I've never seen a hospital product with such clean functionality," Montalbano said.

Motion and lenartstudios first worked together on the C5 with the goal of creating a design strategy with elements that could extend across products that were tailored to different vertical markets. Key design elements including balanced ergonomics, durability and integrated technologies in a highly portable framework are now consistent across Motion's entire line of slate tablet PCs.

"The team at lenartstudios worked closely with Motion to include a complex set of technologies in a high quality device that met the very specific needs of healthcare users," said Michael Johnson, Motion senior vice president of product development. "Lenartstudios was a critical element in a product design that blends Motion's mechanical and electrical engineering with great industrial design to deliver an industry-leading device that has been enthusiastically embraced by the healthcare community."

I.D.'s Annual Design Review, started in 1954, features work chosen by a jury of leading industry practitioners along with *International Design Magazine's* editorial team. To view all 2009's winners and for more information about the Annual Design Review, visit www.id-mag.com.

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About lenartstudios llc

lenartstudios is a multidisciplinary design firm creating brand-building work for a variety of industries, from consumer electronics, mobile and personal computing, household goods, sports equipment and medical technology. Based in San Francisco, lenartstudios was founded by Chris Lenart.

lenartstudios unique philosophy balances strategic product development with a real-world approach to user and client needs. The firm's award-winning team creates products that are not only highly acclaimed within the design community, but also achieve market success for clients including Motion Computing, Dell, Nike, Microsoft, Fujitsu and Memorex.
www.lenartstudios.com

About Motion Computing

Motion Computing is a mobile computing and wireless communications leader, combining world-class innovation and industry experience so professionals in vertical industries such as healthcare, field sales and service and government can use computing technology in new ways and places. The company's enhanced line of tablet PCs, mobile clinical assistants and accessories are designed to increase productivity for on-the-go users while providing portability, security, power and versatility. Motion combines those products with services and unique vertical market knowledge to deliver robust solutions – platforms, peripherals, services and wireless – customized for the needs of a particular industry. For more information, visit www.motioncomputing.com.

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