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Microsoft Announces Finalists of Next-Gen PC Design Competition

PC designs that help people fuel their passion. Bresslergroup, an award winning product definition, design and development firm located in Philadelphia is a finalist with Momenta, a neck worn PC that captures the best and most exciting moments of your life.

/24-7PressRelease/ - PHILADELPHIA, PA, February 20, 2008 - Bresslergroup, an award winning product definition, design and development firm located in Philadelphia is a finalist in the Microsoft PC Competition with Momenta, a neck worn PC that captures the best and most exciting moments of your life.

The competition aims to encourage ongoing enthusiasm for Windows-based PCs by engaging the imagination and creativity of the industrial design (ID) community and delivering a resource for the PC industry at large. With this competition, Microsoft hopes to identify great talent and spur a dialogue between the ID field, the PC industry and their shared customers regarding what makes a great PC that fits their customers' digital lifestyle. This year's competition theme focuses on designs that help people fuel their passion.

Momenta empowers those who are passionate about sharing their life; i.e. the You Tube generation. Triggered by increased heart rate, it captures those hilarious or exciting moments that are usually lost forever. Be it an exciting sports experience, a funny social scene, the scene of an accident, etc. you can capture it and share it. Momenta has already captured the previous 5 minutes from its rolling buffer and continues to record until you tell it to stop. Whether you are sharing experiences with those you love or on the grand stage via the world wide web your data is always with you and always accessible.

For more information on the Next-Gen PC Design Competition: <http://www.nextgendesigncomp.com/entrydetail.aspx?id=953>

Bresslergroup Inc. Based in Philadelphia for more than 35 years, Bresslergroup creates innovative new product solutions via integrated user research, product design and engineering services. The firm has experience across diverse markets including work for Black & Decker, Becton Dickinson, Air Products and J&J. They have won more than 80 major design awards and authored over 100 patents.

Microsoft (Nasdaq "MSFT") founded in 1975, is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About Bresslergroup

Bresslergroup creates innovative new product solutions via integrated user research, product design and engineering services. For further information, please contact us at (215) 320-1418 or (215) 561-5100.