

Zengobi Announces Curio 1.0

Creativity Shines with Innovative New Software

RALEIGH, NC — February 17, 2004 — Zengobi, Inc. announced today the release of Curio, an innovative new product for creative thinkers and design professionals on Mac OS X. This release of Curio is available for immediate download at www.zengobi.com.

Curio is a flexible, open environment that helps users generate, communicate, and organize their best ideas. Curio guides users through the challenging Concept Discovery phase of creative design — the lengthy period of research and exploration where the user develops the core concept behind their creative solution.

Curio encourages users to be more creative, productive, and efficient in several important ways:

- **Curio encourages background research with project dossiers.** Curio's dossier feature allows the user to fill in important background information vital to the project. For designers, a customizable creative brief dossier template is included that facilitates client/designer relationships by defining the goals and objectives of the project. This keeps both parties focused and eliminates guesswork and misunderstandings.
- **Curio helps users brainstorm with an amazingly flexible sketchbook.** A Curio project can contain an unlimited number of idea spaces where users can take notes, sketch with pressure-sensitive pens, grab text, URLs, and images from the web, and place external files including images, movies, music, and QuickTime VR files anywhere on the page. Curio allows the user to create a flexible collage of ideas and doesn't enforce a rigid outline format.
- **Curio provides tools to break through creative roadblocks with Sleuth.** This incredibly handy agent offers the results from a slew of web sites that appeal specifically to creative thinkers and designers such as stock photo agencies, font foundries, sound and movie archives, encyclopedia listings, translations, rhyming dictionaries and more. Sleuth streamlines brainstorming by delivering directly into the Curio environment which speeds up the idea generation process while offering fresh ideas and new

directions to explore.

- **Curio keeps projects organized with its built-in asset library.** Curio allows users to search, rank, label and color code all their ideas and files. Curio maintains links to files elsewhere on the system even if they're moved or renamed. When the project is done, copies of all referenced files can be embedded within the single Curio project file for easy archiving and sharing.

Curio promotes and encourages the freedom to be creative. No other product on the market guides creative thinkers and design professionals through the Concept Discovery process, helping them successfully balance their own creative spark and their client's bottom line.

Pricing and Availability

The Curio 1.0 release is available immediately for download from the Zengobi web site, www.zengobi.com. This full-featured release will run as a trial for 30 days. A single-user license key sells for US\$99.

About Zengobi, Inc.

Zengobi produces amazingly innovative software for creative thinkers and design professionals only on the Macintosh. For more information about Zengobi, visit www.zengobi.com.

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