



**FOR IMMEDIATE RELEASE**

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**IFM INTRODUCES THE ELECTROPUFF™ LAMP DIMMER FOR KIDS**

*-- A fun and fuzzy new addition to the company's unique line of electronic textile-based home products --*

September 13<sup>th</sup>, 2007, Seattle, WA – International Fashion Machines, Inc. (IFM) today announced the availability of the ElectroPUFF™ Lamp Dimmer – the first in their line of electronic textile products designed specifically for kids.

The ElectroPUFF is a colorful and soft five-inch pompom that connects to any bedside or table lamp, and controls light levels with a simple tap. IFM has incorporated their patented e-textile Plush Touch™ sensing technology into this latest design, which completely integrates electronic sensors into the pompom's soft fibers – resulting in a unique light control that's made entirely of textiles. The sensors and fibers are combined to form a colorful concentric dot pattern, which serves as the light control. All the user feels is an irresistible softness as they turn on, off or dim the lights by applying a gentle touch to the bright circles.

While the ElectroPUFF is suitable for use in any room, their whimsical style and vibrant colors make them particularly appealing to children.

"Kids love our technology, because it's so fun," explains Margaret Orth, IFM's founder and president. "The ElectroPUFF was designed in response to the many requests we've received for child-friendly products. We're thrilled to be able to offer an *affordable* product that can still be handcrafted right here in the USA – and one that appeals to kids as well as fun-loving adults!"

As with all of IFM's e-textile lighting control products, the ElectroPUFF transforms the act of lighting a room into a unique sensory experience. They are so engaging that it's easy to overlook the underlying technology. The ElectroPUFF ships with a descriptive explanation on how it is made and why it works – educating kids and curious grown-ups alike on the principles of electronic textile technology.

**Pricing and Availability**

The ElectroPUFF Lamp Dimmer is easy to install and works with any existing incandescent lamp. Simply plug the lamp into the ElectroPUFF, then plug the ElectroPUFF into the wall. Available in seven funky color combinations, the ElectroPUFF retails for \$32.99 and can be purchased directly from the company's web site at <http://www.ifmachines.com>.



**ifm**  
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The ElectroPUFF Lamp Dimmer is antimicrobial, stain resistant and has been rigorously tested for safety and durability.

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#### **About International Fashion Machines, Inc.**

International Fashion Machines, Inc. is a recognized innovator in electronic textiles and exceptional contemporary design. Their patented Plush Touch sensing technology literally weaves, tufts, sews and embroiders electronic yarns and materials directly into fabric, making the fabric itself a sensor, and transforming it from purely decorative to something that's uniquely functional.

IFM's design and development of electronic textiles range from one-of-a-kind interactive fabric artworks, to research for the military and strategy for the fashion industry, to the development of their own patented electronic textile technology and products.

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