On the VALUE of Appearances

Some Important arguments for CASA's designed solutions and the "Professional" appearance of our Electronic Enclosures:

1) People RESPECT and care for things that look "Professional" even if they are out of their contextual environment (computer systems, industrial electronic and communications equipments are strategically valuable business tools - they are often fragile - they deserve respect).

2) People EXPECT "things" to have a LOOK appropriate to the Industry or Professions from which they derive (even non-technical people have discerning expectations concerning presentable/visual qualities of products).

3) The potential VALUE of this "Respect" is LARGE compared to the un-budgeted consequences of a crude, untidy, in-efficient or inappropriate appearance of low cost enclosure solutions.

4) THINGS often "take-on" the affectations of the dominant environment, or, they may "take-on" affectations of the "precious" object that gets appropriate/significant visual attention.

CASA Modular Systems – a fundamental philosophy:

> **C** = Compatibility
> **A** = Adaptability
> **S** = Simplicity
> **A** = Acceptability

Industrial ART (design) should perform a satisfying aesthetic enhancement of the underlying technology and add to the total value and acceptability of the product.