

## P R E S S   I N F O R M A T I O N



Hannover, March 5, 2008

### **The "universal design award 08" already sets standards at debut**

**Two juries award a total of 39 prizes: An international jury of experts honors 32 entries with the "universal design award 08" and ABF visitors select seven products as "universal design consumer favorite 08" – three entries receive both awards.**

The award winners of the first "universal design award 08" were presented during the CeBIT show, on Wednesday, March 5, 2008. This competition intends to serve as an inspiration to designers and manufacturers to focus more strongly on the "new simplicity" in the design of their products. And the awards went to functional and aesthetic products, architecture and services that offer special utility value and are specially designed for use by "all" people, and not just by "older" people.

A total of 131 submissions received from 18 different countries were put to the "design test" not just once, but twice: The international jury of experts, consisting of Prof. Fritz Frenkler (f/p-design, Munich), Noboru (Nick) Koyama, (Toyota, Japan) and Prof. Wolfgang Sattler (Bauhaus-University Weimar), worked very hard and conferred the "universal design award 08" 32 times.

As all the competition entries were displayed publicly at the ABF consumer tradeshow, the visitors to this show were also able to cast their votes for their own personal favorites. And with more than 1,300 evaluation forms, which could be filled out by any interested visitor during the show, seven entries were selected to receive the "universal design consumer favorite 08" award.

"The way in which the two juries rated the entries was convincing proof that the opinions of the experts and those of the consumers do not yet agree; only three of the entries were chosen as winners by both the juries. Consumers still think very practically and place their primary focus on the household and bathroom areas," summarized Thomas Bade, manager director of universal design GmbH, Hannover, and the organizer of this competition.

There was one fact that the "universal design award" documented in particular – Germany (57 entries) and Japan (20 entries) are the two manufacturing nations currently working the most intently on the design challenges of the next decades.

## **The Jury of Experts**

The jury of experts in the field of design summarized the new, pioneering competition in the following statements:

**Prof. Fritz Frenkler:** "The competition showed that "universal design" as a design topic that also plays an important role in the industrial workplace. That machines, for example, have to be developed so that they can be operated by young people as well as older or even disabled people without the need for adaptation. In view of the demographic shift and the fact that older employees now often continue to work for longer than before, companies must take preventative measures today and equip their (machine) workplaces accordingly."

**Noboru (Nick) Koyama:** "The topic of "universal design" is not new in Japan; after all, Japan is the world's most rapidly aging industrial nation. In addition, old people in Japanese society traditionally enjoy great respect. And that means that marketing for seniors is already much more advanced there. I'm happy that "European marketing" is now embracing this topic to put products for "everyone" onto the market. In this respect, the universal design award plays an important role."

**Prof. Wolfgang Sattler:** "It is good to see that more and more manufacturers are now tackling the problems involved with the demographic shift. Designers have to want to design their products so well that the users, if possible, are not even aware of the user interface as a difficulty. Ideally, operability should be self-explanatory through usage. The "invisible interface" is the key term here: products that do not require any operating instructions, that are understood by people from different cultural circles and meet the needs of people of all ages at the same time."

## **Categories and Evaluation Criteria**

It was possible to submit entries in the two categories of "universal design" and "assisted living". Both categories were further divided into the following sections:

Living / Leisure Time, Mobility, Lifestyle / Work / Public Spaces / Communication / Service

The jury's evaluation criteria included:

Equitable use / Flexible use / Easy and intuitive use / Error tolerance and safety as well as Market capability / Market potential / Feasibility of implementation and Degree of innovativeness

## **“universal design award 2008” | Biographies of the Jury of Experts**

**Prof. Fritz Frenkler** (\*1954) studied industrial design at the Braunschweig University of Art (HBK – Hochschule für Bildende Künste). He was the managing director at frogdesign Asia in Tokyo for many years as well as at wiege Wilkhahn Entwicklungsgesellschaft and then head of design at Deutsche Bahn AG and managing director of Deutsche Bahn Medien GmbH. In cooperation with Anette Ponholzer, he formed f/p design deutschland gmbh in the year 2000 and f/p design japan inc. in 2003, with head offices in Frankfurt/M. and Kyoto. In 2005, he was named honorary professor in the study program for industrial design at the HBK in Braunschweig. And in 2006, he was appointed to the chair for industrial design in the Faculty of Architecture as a professor ordinarius at the TU Munich. As one of the founding members of universal design e. V., he displays a very special interest in everything that has to do with universal design.

**Noboru (Nick) Koyama** (\*1950) completed his Bachelor's degree in Japan and worked in the Design Department at Toyota – with a two-year interruption in the early 1980s to do his Master's degree in industrial design in New York. In 1994, he was drawn back to the USA, where he then worked for Caltly Design Research in California. He returned to Japan and to Toyota in 1999. Meanwhile, he is the acting general manager at the Toyota Commemorative Museum for Industry and Technology. He also teaches design management, transport design and universal design at four universities and colleges in Japan. In addition, he is the managing director of the International Relations Committee at the IAUD (International Association for Universal Design).

**Prof. Wolfgang Sattler** (\*1956) studied industrial design at the University of Design / FH Schwäbisch Gmünd and was a designer and advisor of Corporate Identity Olivetti Milan from 1983-90. At the same time, Sattler taught at the University of Arts in Berlin in the Design Department from 1983-91. In 1990, he founded his own design office with a special focus on industrial design, exhibition planning and interface design. He has been a professor of product design in the Faculty of Design at the Bauhaus-University Weimar since 1993. Prof. Wolfgang Sattler lives and works in Weimar and in Schwäbisch Gmünd.

## **“universal design award 08” | The Award Winners**

The jury of professional experts presented the “universal design award 08” to the following entries:

### **Apple Keyboard | Computer accessory**

**Manufacturer: Apple, Inc., Cupertino, USA**

**Design: Apple Industrial Design Team, Cupertino, USA**

The extremely flat keyboard is made of anodized aluminum. Due to the very low key profile and the pleasant keystroke, even larger volumes of typing are less tiring.

### **iMac | Computer**

**Manufacturer: Apple, Inc., Cupertino, USA**

**Design: Apple Industrial Design Team, Cupertino, USA**

The iMac in the “all-in-one-design” combines stylish design with great performance in an amazingly slim device. The new iMac comes with 20” and 24” wide-format screens and includes integrated wireless technology, Mac OS X as well as the new iLife ‘08 software package.

### **iPod classic | Digital music player**

**Manufacturer: Apple, Inc., Cupertino, USA**

**Design: Apple Industrial Design Team, Cupertino, USA**

Thanks to the storage capacity of up to 160 GB, users can now take up to 40,000 songs or up to 200 hours of video anywhere along with them. Its new, even flatter metal enclosure is very elegant.

### **iPod touch | Digital music player**

**Manufacturer: Apple, Inc., Cupertino, USA**

**Design: Apple Industrial Design Team, Cupertino, USA**

Music, videos, photos, Internet – the iPod touch has just everything. Web pages are displayed as they were designed to be. The touch-screen keyboard provides for easy operation. And the 3.5” wide-format display makes watching videos really fun. The iPod can be operated at the touch of a finger on the screen.

### **iPhone | Portable unit**

**Manufacturer: Apple, Inc., Cupertino, USA**

**Design: Apple Industrial Design Team, Cupertino, USA**

The iPhone is a new kind of mobile phone: A tap of your finger on a name or a number is all you need to make a call. The iPhone is also a wide-screen iPod with touch operation for easy access to the Internet at the same time.

### **Wireless Keyboard | Computer accessory**

**Manufacturer: Apple, Inc., Cupertino, USA**

**Design: Apple Industrial Design Team, Cupertino, USA**

The Wireless Keyboard is made of anodized aluminum and is extremely flat. It communicates with Bluetooth wireless technology so that the user decides where he wants to work. Low-profile keys provide for a short keystroke.

### **B16 H2 N0 | Mega SH 4624 N built-in electric oven**

**Manufacturer/Design: Constructa-Neff Vertriebs GmbH, Munich, Germany**

The SLIDE door handle and the HIDE oven door, which can be tucked away completely underneath the oven, provide barrier-free access to the oven. The VarioClou pull-out system makes it possible to pull out the rack to season or remove the food with no danger of the rack tipping or dropping.

### **DMG New Design | Machine design**

**Manufacturer: DMG Vertriebs und Service GmbH, Pfronten, Germany**

**Design: Dominic Schindler Creations, Lauterach, Austria**

The new design of the turning and milling machine provides the user with a good overview and makes the work process transparent. The screens, which can be turned and swiveled in all directions, can be adjusted to meet individual user needs.

### **Strollers | Baby carriages and strollers**

**Manufacturer/Design: Dorel Netherlands, Helmond, Netherlands**

The Maxi-Cosi MURA is a multi-functional three- or four-wheel stroller with a "T-bar", a special safety bar. The Quinny Buzz stroller with its unique automatic folding system has pre-formed, ergonomic seats and, as a lightweight, is very easy to handle.

### **PORTEO | Door opener**

**Manufacturer: DORMA GmbH + Co. KG, Ennepetal, Germany**

**Design: Kaluza Design, Velbert, Germany**

An elegant door assistant, which easily opens and automatically closes inside doors in particular. The PORTEO is quiet and, as a plug-in complete solution, it can be installed quickly – which means it's also a good choice for private households.

### **emporiatIME | Cell phone**

**Manufacturer: Emporia Telecom, Linz, Austria**

**Design: Idukk, Linz, Austria**

emporiatIME is a cell phone for people of all ages that works without a menu. Functions, such as texting, are activated by pressing special buttons positioned on the side of the device, which studies show to be most ergonomically suitable.

### **POP container | Air-tight containers**

**Manufacturer/Design: FORM Co., Ltd., Chiba, Japan**

The container can be easily opened and closed by simply pressing an extra-large button on the lid. After the container has been opened, the button can also be used as a handle.

### **FAA | Accessibility software**

**Manufacturer: FUJITSU LIMITED, Kawasaki-shi, Japan**

**Design: FUJITSU DESIGN LIMITED, Kawasaki-shi, Japan**

“Fujitsu Accessibility Assistance” consists of diagnosis tools for Web accessibility. According to the criteria for universal design, websites can be judged on the basis of such different aspects as the visibility of color combinations, page functionality and the accuracy of voice-controlled browsers. This software can be downloaded from the Fujitsu website free of charge.

### **HEWI Series 111 | 111 Soft Touch door handle**

**Manufacturer/Design: HEWI, Heinrich Wilke GmbH, Bad Arolsen, Germany**

With its soft, unexpected touch, this door handle classic has an even better feel to it. The high-quality silicon synthetic material used cushions blows and is resistant to scratching.

### **ErgoPlus | Operating console for road builders**

**Manufacturer: Joseph Vögele AG, Mannheim, Germany**

**Design: Dialogform GmbH, Taufkirchen, Germany**

ErgoPlus is an operating console for asphalt layers, which makes handling large machinery considerably easier thanks to intuitive operation and thus significantly reduces training time. All the functions are indicated by simple pictograms, which are arranged so that they can be found easily, even with your eyes closed.

### **SUPERPLAN XXL | Shower base**

**Manufacturer: Kaldewei, Franz GmbH & Co. KG, Ahlen, Germany**

**Design: Phoenix Design, Stuttgart, Germany**

The floor-level installed shower base makes it easy to get into the shower with no danger of tripping and falling. The shower is also available with an anti-slip finish for added safety.

### **Bionic Wrench | Automatically adjustable wrench**

**Manufacturer/Design: Loggerhead Tools, Palos Park, USA**

The Bionic Wrench is a wrench and a pair of pliers all rolled into one. Light pressure is all that’s needed and it adjusts automatically to the size of the nut or the screw.

**Panasonic CH1002 M #65291 | Self-cleaning toilet with arm rest**

**Manufacturer: Matsushita Electric Works, Ltd., Osaka, Japan**  
**Design: Matsushita Electric Works, Ltd., Osaka, Japan / NAOTO FUKAZAWA DESIGN, Tokyo, Japan**

Water-repellent organic glass material reduces scaly lime build-up. "Spiral" flushing flushes down waste in one flush. The armrest relieves pressure on the hips by up to 50 percent and helps seniors as well as children when sitting down and getting up.

**M-SMART Jumbo | Switch**

**Manufacturer/Design: Merten GmbH & Co. KG, Wiehl, Germany**

The 161x161x32-mm sized switch is a highly visible switch for your whole hand. As an elegant eye-catcher, it is the ideal choice for seniors' residences, hospitals, kindergartens and rehab centers.

**SpotArm i-Q 132 | Digital blood-pressure meter**

**Manufacturer/Design: OMRON HEALTHCARE Co., Ltd., Kyoto, Japan**

The blood-pressure meter is designed as a table device. The adjustable angle of the arm cuff makes sure you are sitting properly, which is important when taking your blood pressure.

**HCG-801 | Portable ECG monitor**

**Manufacturer: OMRON HEALTHCARE Co., Ltd., Kyoto, Japan**  
**Design: YS design Inc., Osaka, Japan**

The portable ECG device makes it possible to monitor your heart's activities any time anywhere. The device's ergonomic design helps you to maintain the correct posture.

**i-Temp (MC-670) | Digital thermometer**

**Manufacturer: OMRON HEALTHCARE Co., Ltd., Kyoto, Japan**  
**Design: Design Studio S, Tokyo, Japan**

The large LCD display makes it easy to read the temperature. Ideal for anyone: from small children, who can't sit still, to older people, who having trouble seeing small numbers well.

**BF-104 | Light for all battery types B**

**Manufacturer: Panasonic, Kadoma, Osaka, Japan**  
**Design: Panasonic Design Company, Shiga, Japan**

A large flashlight for all battery sizes from AA to D. If you don't have the right battery size on hand, you can use any other size of battery as well.

**BH-225 | Alarm for school children****Manufacturer: Panasonic, Kadoma, Osaka, Japan****Design: Panasonic Design Company, Shiga, Japan**

The alarm, which was originally developed for earthquake-endangered regions, can be attached to children's school bags or adults' handbags. It can then be reached quickly and intuitively in a dangerous situation. It is activated by pressing together two switches. Even though it is easy to activate, it won't be set off by accident.

**Hearing Aid Battery | Battery****Manufacturer: Panasonic, Kadoma City, Japan****Design: Panasonic Design Company, Kadoma City, Japan**

Part of the packaging is formed as a flap for the battery. When the flap is broken off, the battery can be removed and easily inserted into the hearing aid. The packages are color-coded to identify the battery sizes.

**Dry Battery Pack | Battery****Manufacturer: Panasonic, Kadoma City, Japan****Design: Panasonic Design Company, Kadoma City, Japan**

Thanks to a perforation in the packaging, the batteries are easy to remove. The word "NEW" is printed on the plastic so that it is easy to tell the old from the new batteries.

**Siemens HF 25 G 561 | Microwave****Manufacturer/Design: Design Department at****Siemens Electrogeräte GmbH, Munich, Germany**

The built-in microwave was designed for the top cupboard. The operating panel is positioned underneath the door so that it can be easily reached by anyone. The inside of the oven is also easily able to accommodate baby bottles.

**Siemens HL 654 540 | Electric stove****Manufacturer/Design: Design Department at****Siemens Electrogeräte GmbH, Munich, Germany**

This free-standing stove is equipped with a pull-out rack that is easy on your back and reduces the danger of spills when removing food from the oven. The switches disappear into the panel; the temperature display is very large and illuminated.

**Siemens LC 8 A950 | Exhaust hood****Manufacturer/Design: Design Department at****Siemens Electrogeräte GmbH, Munich, Germany**

The stainless-steel exhaust hood, which can be telescoped forward, provides adequate head room above the counter when not in use. If it's needed, it can be simply pulled out.

**OXO Utility Knife | Carpet knife****Manufacturer: OXO International, New York, USA****Design: Smart Design, New York, USA**

Working with the OXO utility knife is very intuitive and safe. Thanks to the large lever on the bottom of the handle, it can be opened easily. The blades stored inside can be removed individually and easily inserted into the marked area with the help of a magnet.

**Ströer WC Tronic 402 | Completely automatic toilet****Manufacturer: Ströer Out-of-Home Media AG,  
Cologne, Germany****Design: Kitzdesign, Braunschweig, Germany**

Innovative technology guarantees the fully automatic cleaning of the barrier-free toilet, the urinals and the interior area of this city toilet. The cleaning is done between uses on the inside, hidden from view.

**MGU-1000A | X-ray mammography****Manufacturer: Toshiba Medical Systems Corporation,  
Tokyo, Japan****Design: Toshiba Corporation, Tokyo, Japan**

The design of this device exhibits extraordinary user friendliness and flexibility because it is able to accommodate patients with any physical build.

## **“universal design consumer favorite 08” | The Award Winners**

The visitors at the ABF consumer show in Hannover were able to vote for their own personal favorites. Their opinions and ratings were submitted on evaluation forms and evaluated as follows:

### **muvman | VarioSitz (standing and seating assistance) Manufacturer/Design: aeris – Impulsmöbel GmbH & Co. KG, Haar by Munich, Germany**

The muvman standing and seating assistance can be individually adapted to any body height. A flexible base moves the way you do. The flexzone technology in the seat provides support without pressure.

**Consumer opinions:** “Good for your back”, “Been around for a long time”, “Gets dirty easily”, “Exercises your sense of balance and flexibility”.

### **B4780 N0 | Mega 4780 N wall oven with LiftMatic Manufacturer/Design: Constructa-Neff Vertriebs GmbH, Munich, Germany**

The oven floor of the wall-mounted appliance opens downward at the touch of a button to allow barrier-free access to season and remove food from the oven. The lift system stops automatically when it meets with any resistance, which provides for greater safety.

**Consumer opinions:** “Great for small kitchens”, “Durability questionable, but great principle”, “A grill/broiler would be a good idea”, “Excellent workmanship, snap-in buttons, rack holders are very sturdy”.

### **B16 H2 N0 | Mega SH 4624 N built-in electric oven Manufacturer/Design: Constructa-Neff Vertriebs GmbH, Munich, Germany**

The SLIDE door handle and the HIDE oven door, which can be tucked away completely underneath the oven, provide barrier-free access to the oven. The VarioClou pull-out system makes it possible to pull out the rack to season or remove the food with no danger of the rack tipping or dropping.

**Consumer opinions:** “Good: door doesn’t get in the way”, “Oven racks should come out when you tap on them”, “Great idea”, “A bit small, just one telescope rack”.

### **Lavabomobile | Adjustable washbasin Manufacturer/Design: Donnini Gian Paolo, Stuttgart, Germany**

Lavabomobile is a washbasin that can be electronically adjusted in height and individually adapted to all body sizes. Its design makes it convenient for wheelchair users to use as well. It can be easily installed to replace an old washbasin.

**Consumer opinions:** “Cool design”, “Tap too small or too short”, “Ceramic is very nice, stainless steel workmanship could be a lot better”, “Reminds me too much of being in the hospital”.

**BH-225 | Alarm for school children****Manufacturer: Panasonic, Kadoma, Osaka, Japan****Design: Panasonic Design Company, Shiga, Japan**

The alarm, which was originally developed for earthquake-endangered regions, can be attached to children's school bags or adults' handbags. It can then be reached quickly and intuitively in a dangerous situation. It is activated by pressing together two switches. Even though it is easy to activate, it won't be set off by accident.

**Consumer opinions:** "Good design for children", "Could be a little smaller/less obvious", "Suitable for anyone", "Off button should be easier to use".

**SpotArm i-Q 132 | Digital blood-pressure meter****Manufacturer/Design: OMRON HEALTHCARE Co., Ltd.,****Kyoto, Japan**

The blood-pressure meter is designed as a table device. The adjustable angle of the arm cuff makes sure you are sitting properly, which is important when taking your blood pressure.

**Consumer opinions:** "Very self-explanatory", "Too complicated", "Easy to use for seniors", "Wouldn't fit on fat arms".

**Siemens HB 76 P 570 | Wall-mounted oven with LiftMatic****Manufacturer/Design: Design Department****at Siemens Electrogeräte GmbH, Munich, Germany**

The oven is installed on the wall above the counter. When it is opened, the oven floor can be lowered electronically right down to the counter. This makes it very easy to put things into the oven. The floor surface is made of glass ceramics and can also be used as a warming zone.

**Consumer opinions:** "Should be equipped with telescoping racks", "Could be lower", "It seems that the appliances are getting smaller and smaller", "Takes quite a bit of getting used to".

**The following entries received both awards:**

1. BH-225 | Alarm for school children  
Manufacturer/Design: Panasonic, Osaka, Japan
2. SpotArm i-Q 132 | Digital blood-pressure meter  
Manufacturer/Design: OMRON HEALTHCARE Co., Ltd., Kyoto, Japan
3. B16 H2 N0 | Mega SH 4624 N Built-in electric oven  
Manufacturer/Design: Constructa-Neff Vertriebs GmbH, Munich,

## **Presentation of the Winning Entries**

All the award-winning entries will be on display at the "design: driving innovation" special exhibit, Hall 26, Booth A70 during CeBIT 2008 from March 5 to 9, 2008. In addition, all the prizewinners will be presented in the universal design online exhibition at [www.ud-germany.de](http://www.ud-germany.de) and in the iF online exhibition at [www.ifdesign.de](http://www.ifdesign.de).

For further information and image material:

Thomas Bade

universal design GmbH  
Messegelände / 30521 Hannover  
phone +49.511.89 3 00 44  
fax +49.511.89 3 00 46  
[tb@ud-germany.de](mailto:tb@ud-germany.de)