



Press release

2017 Red Dot Award for tripod from designaffairs and Vanguard

Alta Pro 2+ impresses jury with understanding of users and new level of versatility

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The 2017 Red Dot Award in the Product Design category goes to the second generation of the *Alta Pro* camera tripod from Vanguard, a manufacturer of photo-video accessories. This professional product offers unprecedented levels of versatility, ease of use and compactness. For the development of the new generation of the product the international team from Vanguard worked closely with German design consultancy designaffairs.

Reaching the goal thanks to expert assessments and usability tests

The goal of designaffairs and Vanguard was to create a tripod that sets new standards in terms of design and usability. To this end, designaffairs combined Vanguard's special expertise in the fields of target groups and rival photographic products with findings from expert assessments of the first *Alta Pro* generation. "We conducted comprehensive usability tests in order to identify potential for improvements. They showed that the old model required enhancements in ease of use and system components. This is where we brought our creative ideas into play", says Michael Lanz, Managing Director at designaffairs, in explanation of their approach.

designaffairs and Vanguard combined the insights they gained with a creative approach and their extensive experience to develop a tripod based on a universally consistent design language and system of operation. The heart of the tripod is an extremely compact base with numerous connections and a fast foldaway central column that can be tilted in any direction, thereby setting high standards of flexibility in photography. "This multi-angle function enables photographers to make full use of the broadest range of angle settings for their pictures", says Michael Lanz about the new tripod. Moreover, the legs are made of a new material in order to increase stability and reduce weight. A special highlight for instant positioning and setup is the innovative "twist and lock" system allowing adjustable and stable swivel locking with a 30° open-lock pan restriction.

"We are thrilled to bring photographers a brand-new tripod which will offer a photo experience that will lead them to the next level with more intuitive use while extending the boundaries of photo-video accessories. We were only able to achieve this outcome by working in close cooperation. The key to success was the fusion of our extensive industry knowledge and the design experience of designaffairs", summarizes Philippe Fernandes, Alta Pro Product Manager, the project. The reward for this cooperation was gaining the 2017 Red Dot Award. The award ceremony will be held on 3 July 2017 in the Aalto-Theater in Essen. The prizewinners will receive their awards in the presence of around 1,200 guests from all over the world, including media representatives, business experts and political figures.



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About Red Dot Design Award

The origins of the Red Dot Design Award date back to 1955. The institution behind the competition is the Design Zentrum NRW, which is led by Professor Dr. Peter Zec since 1991. Its distinction, the "Red Dot", is established internationally as one of the most sought-after quality marks for good design. In order to assess the diversity in the field of design in a thorough and professional manner, the award breaks down into three competitions: the "Red Dot Award: Product Design", "Red Dot Award: Communication Design" and "Red Dot Award: Design Concept" – each is organized once a year. From products to communication projects and packaging to design concepts and prototypes, the Red Dot Award documents the most prominent trends worldwide. The award-winning designs are exhibited in the Red Dot Design Museums. For more information, visit www.red-dot.org/press.

About Vanguard

Vanguard is a global company that designs and manufactures tripods, bags, sporting optics, and accessories. For over 30 years, our drive to disrupt mediocrity and commitment to innovation has allowed us to create the highest quality products for photographers and outdoor enthusiasts at an affordable price. For more information, visit www.vanguardworld.com.

About designaffairs

designaffairs is an owner-managed, strategic design consulting agency in Munich with further design offices in Erlangen and Shanghai. Founded in 1997 the UX agency counts more than 80 employees. Our experts in User Research, Brand Strategy, Industrial Design, User Interface Design, Material Technology or Usability Engineering consult clients at national as well as international level. Their product and interface designs prove successful due to their high level of user experience and the resulting market acceptance. We concentrate on the following focus industries, in order to create realizable product designs with innovative user centered approaches: Automotive Design, Industry 4.0, Health Care, Building Technologies, Household Appliances and Consumer Electronics. . For more information, visit www.designaffairs.com.