



designaffairs receives three of the sought-after Red Dot Product Design Awards 2015

The design consultancy is awarded for the collaboration of the product design of the VISUSCOUT 100 mobile fundus camera from ZEISS and both of the headphones families URBANITE and SPORTS from Sennheiser.

Munich, 08. April 2015



reddot award 2015
winner

This year's Red Dot Product Design Award 2015 was given to three products resulting out of the collaboration with the strategic design consultancy designaffairs for their high design quality.

The mobile fundus camera VISUSCOUT 100 from ZEISS convinced in the category "Life Science and Medicine". With its lightweight and compact design, it allows retinal imaging for small practices with space constraints or mobile eye care offices. Thanks to its battery-powered, lightweight design, system handling is not restricted by cables, therefore providing added flexibility. The WiFi functionality enables instant transfer of images and videos to a PC or mobile device, where they can be viewed with widely available, off-the-shelf software solutions.

In the section of "Consumer Electronics" the two headphone families from Sennheiser prevailed: URBANITE is the new sound of urban style, combining both clear sound and great design features. The headphones are available in five distinct designs with color-coordinated fabric-wrapped headband. Using real materials as a guideline, premium stainless-steel hinges and tough aluminum sliders add a striking touch of rugged urban style. The URBANITE is available as XL version and on-ear version. The new headphones of the Sennheiser SPORTS series were designed to perform under pressure. The family features four models for individual comfort: MX 686 SPORTS, CX 686 SPORTS, PMX 686 SPORTS and OCX 686 SPORTS come in a rugged ergonomic design that conforms to the body whilst securing maximum freedom of movement. All headsets feature reinforced, tangle-free oval cables, with cable sleeves that also reduce structure-borne noise. SteriTouch® anti-bacterial ear adapters and sleeves are included as a standard accessory, a material that maintains its hygienic qualities even over a lifetime of use and washes.

About 5.000 innovative products from 56 countries have been submitted to this year's Red Dot Product Award and have been evaluated by 38 jury members from 25 nations.



Awarded with the Red Dot Product Design Award 2015:

ZEISS VISUSCOUT 100:



Sennheiser URBANITE:



Sennheiser SPORTS headphones MX 686 SPORTS, PMX 686 SPORTS, CX 686 SPORTS and OCX 686 SPORTS:



About the Red Dot Award:

The Red Dot Design Award is one of the world's largest design competitions. What is now Design Zentrum Nordrhein Westfalen started honoring excellent design as far back as 1954. The sought-after Red Dot established itself as an internationally recognized seal of quality and is awarded in the disciplines of Product Design, Design Concept and Communication Design. www.red-dot.org

About designaffairs:

designaffairs was founded in 1997 and is an owner-managed design consultancy for product and brand development with studios in Munich, Erlangen and Shanghai. The agency operates internationally and is among the most award-winning creative agencies in the world. designaffairs develops convincing design and brand strategies in close collaboration with its clients. It supports companies - regardless of industry - in all issues concerning industrial, interface, usability, color & material and packaging design as well as for research, analysis and engineering. Scientifically-based analysis and research methods are combined here with the creativity and expertise of more than 80 employees. www.designaffairs.com