

Competition and Exhibition on user-orientation and design

## UX Design Awards 2015

### And the winners are . . . | Palette wins UX Design Award Gold

The modular interface Palette from Canada wins the premium prize UX Design Award Gold. Nine further user-oriented product solutions won the UX Design Award 2015. The winning solutions range from a flight management software that calculates the convenience or stress levels for different routes to a digital health coach for your spine to a flexible light interface. The winners and nominees are showcased in a special exhibition at IFA, the global fair for consumer electronics, in Berlin until September 9. The Award Ceremony took place on Saturday, September 5, at orangelab Berlin.

The UX Design Awards honour outstanding design and user orientation in products, digital solutions and services. The competition is annually run by the International Design Center Berlin (IDZ). The jury nominated 50 product solutions from 13 countries and chose nine UX Design Award winners. The awardees include renowned companies as well as young and upcoming startups. The solutions range from a universal remote control which lets users handle their devices by intuitive gestures to an online store which supports local shopping to a flexible and mobile payment system for small and medium-sized enterprises.

In its considerations for this year's award, the jury has placed an emphasis on product solutions developed with a consistently keen eye and ear for the user perspective. The jury has thus given prominence to solutions that offer new usage scenarios or which increase user benefit through significant improvements and simplifications.

#### UX Design Award Gold

The interface system Palette from Canada has won the premium prize UX Design Award Gold. The modular system of physical dials, sliders and buttons let creatives intuitively control their software for instance for image editing or music production. The components can be used and

IDZ Designpartner Berlin GmbH  
Columbiadamm 10, D2  
Charlottenburg  
12101 Berlin

[press@ux-design-awards.com](mailto:press@ux-design-awards.com)  
Telefon: +49 (0) 30 280 95 111  
Telefax: +49 (0) 30 280 95 112

Geschäftsführer: Ralf Wudtke  
Amtsgericht Berlin-  
Registernummer: HRB 77023

applied for different functions and multiple software programs. The jury praised how Palette combines the analogue and the digital offering direct and haptic controls of digital functions and thus improving productivity significantly. Due to the modularity of the design it is highly adaptable to the user's current needs.

#### **Exhibition and Audience Award**

The winners and nominees are showcased at IFA Berlin (Hall 11.2, Booth 113) till September 9. Additionally, the visitors of IFA and the public can now vote for their favourite online till the end of October. The winner of the audience award will be announced at the beginning of November. More about the nominees and online-voting: [ux-design-awards.com/teilnehmer/2015](http://ux-design-awards.com/teilnehmer/2015)

#### **Winners 2015**

##### **UX Design Award Gold**

Palette by Grant & Union Inc.

##### **UX Design Award Winners 2015**

Clover Product Suite by Clover Networks, Inc.

COQON – Smart Living Solution by neusta next GmbH & Co. KG

eWings.com by eWings.com GmbH

Hearing aid ReSound LiNX<sup>2</sup> & ReSound Smart App by GN ReSound A/S

Human Machine Interface (HMI) for Wonderware InTouch by Schneider Electric

Kiezkaufhaus by Scholz & Volkmer GmbH

SPIN remote by SPIN remote B.V.

VUX – Virtual User Experience by Grundig Intermedia GmbH

Valedo® by Hocoma

## Expert Jury

**Prof. Birgit Weller** (Professor at HTW Berlin, co-founder use: Identity and Design Network), **Claude Toussaint** (Managing Partner, designaffairs GmbH Munich), **Karsten Henze** (Head of CI/CD and Creation, DB Mobility Logistics AG), **Prof. Dr. phil. Manfred Thüning** (Chair, Department of Psychology and Ergonomics, TU Berlin), **Peter Wouda** (Head of Exterior Design, Volkswagen Design Center Potsdam) and **Dr.-Ing. Sebastian Glende** (General Manager, YOUSE GmbH Berlin). More information about the [jury](#).

## Exhibition featuring all nominees

**Date:** September 4 – 9, 2015, daily: 10am to 6pm

**Place:** Messe Berlin, Messedamm 22, 14055 Berlin, Germany, Entrance South Hall 11.2, Booth 113

## Accreditation

### IFA 2015

For visiting the exhibition, please register for press accreditation at IFA 2015:

<http://b2b.ifa-berlin.com/en/Press/RegisterNow>

## Further information

### Exhibition Catalogue

The exhibition booklet features all nominees. You can download a digital preview version via:

<http://idz.de/dokumente/uxda-booklet-2015.pdf>

### Images

The awardees' product images can be downloaded via following link:

<http://idz.de/dokumente/uxda-winners-2015-images.zip>

Please find pictures of the Award Ceremony, the exhibition and nominees in our press area:

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<http://ux-design-awards.com/en/presse>

High-res images are available on demand:  
[press@ux-design-awards.com](mailto:press@ux-design-awards.com)

## Organiser

The UX Design Awards are annually presented by International Design Center Berlin (IDZ). The competition builds on the success of IDZ's annual Usability Park exhibition and Usability Award, which have already served as a platform for recognising user-friendly and user-centred products since 2008. As an international design platform and enterprise network, IDZ has hosted events and implemented projects at national and international level for more than 45 years.

Furthermore the institution advises political and economic policy makers. Core project areas include: sustainability (Ecodesign), design as a business factor (Innovation by Design) and user-oriented innovation strategies (User Experience, Universal Design).

[www.idz.de](http://www.idz.de)

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