



*Press information – Berlin, 2017/09/28*

*Competition for intuitive products, services and concepts*

## **UX Design Awards 2017**

### **Public Voting for the Audience Award**

**Voting open until: October 31, 2017**

**Vote Now for the UX Design Award | Public Choice 2017!**

**The International Design Center Berlin (IDZ) invites users worldwide to cast their vote for the "UX Design Award | Public Choice 2017". The audience award for best user experience will be determined in a public online vote among close to 50 products, services and concepts nominated this year for the UX Design Awards competition. The general public may vote for the best user experience solution until October 31, 2017 and thus elect this year's Public Choice Award winner.**

Users may cast votes among 48 innovative products, services and concepts that have been nominated to participate in the UX Design Awards competition by an expert jury. The nominated solutions utilize state-of-the-art hologram technologies, artificial intelligence, speech recognition, 360° optics or organic 3D printing technologies for intuitive applications in a wide range of sectors, including medicine and health, mobility, open data, media, connected living environments, or smart industries.

Voting for the User Experience audience prize takes place on the UX Design Awards website. The winner of the „UX Design Award | Public Choice“ 2017 will be pronounced at the beginning of November.

Link to the online vote: [www.ux-design-awards.com](http://www.ux-design-awards.com)

Voting open until: October 31, 2017

Winner announcement: November 2017

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### **About UX Design Awards**

The UX Design Awards honor excellent intuitive products, services and visions worldwide. The singular competition focus emphasizes the extraordinary importance of seamless human-technology interaction in all areas of life. The Awards are annually bestowed by the International Design Center Berlin (IDZ). All successfully nominated product solutions are presented at IFA, the global trade show for digital products and consumer electronics in Berlin.

Competition website: [www.ux-design-awards.com/en](http://www.ux-design-awards.com/en)

IFA Website: [www.b2b.ifa-berlin.com](http://www.b2b.ifa-berlin.com)

### **Press information and images**

Download press texts, exhibition catalogue and images on: [www.ux-design-awards.com/en/presse](http://www.ux-design-awards.com/en/presse)  
For high resolution images please contact us directly.

### **Press contact**

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### **Competition Organizers**

#### **International Design Center Berlin (IDZ)**

The UX Design Awards are a competition run by the International Design Center Berlin (IDZ). The annual Awards honor intuitive products, services and visions. The competition is based on previous exhibition formats on usability and design. Founded in 1968, the International Design Center Berlin is one of Germany's leading institutions for design promotion. Its members include design-oriented companies, agencies, institutions and creatives.

The IDZ implements projects on national and international scale in dialogue with businesses, governments, education and research institutes. In doing so, it cooperates with different networks and institutions throughout Europe. The IDZ addresses relevant design issues, provides consulting services and raises awareness on the importance of design.

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

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