UX
DESIGN
AWARDS

*Berlin, 2017/09/01*
*Press Information: Competition and exhibition for intuitive products, services and concepts*
*Release from: September 2, 2017 – 9pm*

# Winner Announcement: UX Design Awards 2017
## Awards Ceremony at IFA on September 2, 2017 – 6pm

**The winners of the UX Design Awards 2017 have been pronounced: Following intensive deliberations the jury bestowed three UX Design Awards, four UX Design Awards | Concept and one premium title UX Design Award Gold among 48 projects nominated for the competition.**

**The winners of this year's competition for excellent user experience are:**

The premium title **UX Design Award Gold** went to the start-up **'Organ as a Service'** by Intuity Media Lab from Stuttgart and Cellbricks from Berlin. The radical eco system consisting of a bio-printer and an intuitive CAD workflow uses an organic print matrix and human cells to 3D-print living tissue, used to replace animal experiments and make pharmaceutical research safer.

The jury bestowed **three UX Design Awards** to new product solutions showing excellent design and user orientation. The Award Winners include a Robotic Visualization System for neuro surgery, an immersive VR/AR platform for live events and a connected aid system for hearing impaired people.

For the first time this year the jury bestowed four **UX Design Award | Concept** titles to future oriented prototypes, product and service visions. Concept Award winners include visionary interaction technology and AI supported sensory seats for autonomous driving, a communications platform for metropolitan police and citizens and a knowledge distribution tool for patients.

This year's awards were bestowed both to established global brands, to upcoming start-ups as well as large and small digital consultancies. The UX Design Awards highlight solutions that – by including user perspectives right from the start – yield innovative use cases and new business opportunities on the intersection of joy of use and high end technologies.

Winners will be pronounced in an **Award Ceremony on September 2, 2017** at IFA in Berlin. All nominated product solutions are presented in the **nominee exhibition** at IFA from September 1-6, 2017 in Hall 26c, Booth 174.

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## UX Design Award Gold 2017
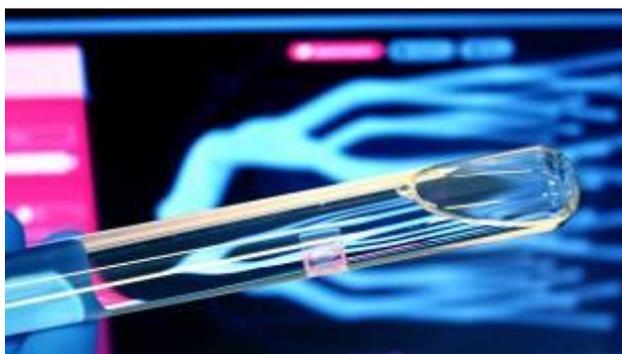


**Organ as a Service**
Intuity Media Lab GmbH, Cellbricks GmbH
Design: Intuity Media Lab GmbH
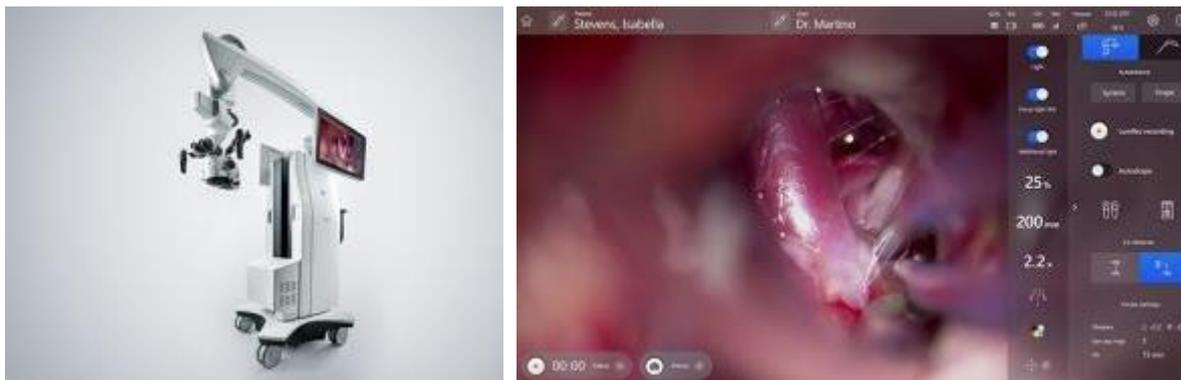Additional Information

Jury Statement
Organ as a Service impressed the jury of this year's UX Design Awards as an outstanding example of a successful synergy of new technology and convincing digital software design. This interplay opens up the possibility of a radically new business model in the field of bioprinting. Indeed, Organ as a Service is spearheading a fundamental shift in biotechnology research. Here, a generative system – straightforwardly applicable for external users – is used to produce specific living tissues and unique copies of organs, which can then serve as a substitute for animal experiments in biological and pharmaceutical research. An open approach to high-tech and intuitive software is helping to bring about exponential growth, and bridges the gap between the current state of the art and an ideal technology. A striking reminder of the potential of design as an integral facet of innovation, Organ as a Service is the recipient of this year's Gold Award.

**UX Design Award 2017**



**KINEVO 900**
Carl Zeiss Meditec AG
Design: UX Team Carl Zeiss Meditec AG
Additional Information

Jury Statement
The Robotic Visualization System excels thanks to a persuasive combination of high-performance optics and robotics, alongside a superb user interface and structured user guidance across all components. Highly sensitive robotics, quick-to-learn operating elements and high-performance optical equipment enable surgeons to focus on procedures without disturbance. The digital information architecture, range of functions and exceptional visuals of the user interface have been developed in collaboration with all relevant users. Thereby, consideration was given, among others, to the highly diverse requirements of assisting staff and the core surgical team – from system installation through to surgical procedures, all the way to postoperative evaluations. This outstanding system improves the cooperation, learning and participation of all participants, also in medical training.

## UX Design Award 2017





**ReSound LiNX 3D & ReSound Smart 3D App**
ReSound GN
Design: ReSound inhouse Designteam led by Henrik Nielsen
Additional Information

Jury Statement
The fifth generation of the ReSound LiNX system stands out thanks to a consistent focus on the specific needs of different users – from children to seniors – alongside a recent expansion to include network capability. The cloud-based adjustment of the units by remotely based acousticians reduces the number of required medical visits and reinforces the self-determination of users. All functionalities, from the sophisticated app through to functions such as music streaming and superlative listening quality, are aimed at achieving equality for hearing impaired people in all areas of life. The networked approach opens up the possibility of a self-learning system of sensitive hearing systems that utilises swarm intelligence and thus does away with the need for manual operation. ReSound LiNX is a high-quality 'type to voice' product that offers high potential for multisensory applications in a broad range of usage scenarios.

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**UX Design Award 2017**



**Virtual Reality 'Basketball'**
Deutsche Telekom AG
Design: Telekom Design
Additional Information

Jury Statement
The Virtual Reality 'Basketball' application impressed the jury thanks to its successful handling of immersive technology in a clearly defined use case, with clear added value for users. Alongside virtual layers of information, the system successfully combines the user's own presence with atmospheric live videos, thus creating a unique means of experiencing large-scale live events. With this approach, the product fulfils modern user expectations for virtual worlds (also gaming) and can thus appeal to a wide range of user groups. Virtual Reality 'Basketball' demonstrates how virtual systems expand upon our visual perception, generating value for users through exponential layers of experiences and information, and is a strong example of how virtual technologies will give rise to new business models.

# UX Design Award | Concept 2017





**Active Wellness 2.0 UX**
Faurecia Autositze GmbH
Design: Faurecia Design: Frank Urban, Thomas Dessapt, Yi Zhang
Additional Information

Jury Statement
In a future of autonomous mobility, Active Wellness 2.0 UX offers a view of new and complementary systems. The concept demonstrates how an everyday product and familiar usage scenarios can be transformed and reinterpreted through a new approach. Here, the seat represents one part of a networked control system as well as the heart of an intelligent emergency mechanism that operates at the intersection of the user and the environment. Through the application of sensor technology and machine learning, it is possible to improve both the individual travel experience and road traffic safety. In the near future, Active Wellness 2.0 UX will be helping reinforce people's capabilities as well as substantially lightening their load through its powers of anticipation.

# UX Design Award | Concept 2017



**BMW i Inside Future / BMW Concept HoloActive Touch**
BMW Group Design
Design: BMW Group Design
Additional Information

Jury Statement
The 'radical prototypes' of Inside Future and HoloActive Touch take a broader view of conventional paradigms and offer a fresh and convincingly crafted vision of future mobility. The inspiring combination of analogue elements, natural materials and high tech is a challenge to the purely technology-centric understanding of the things to come. In HoloActive Touch, the technology takes a backseat, allowing the harmonious if not transcendental holographic and free-floating operating elements to unfold to full effect. Travel becomes a feeling, the operation of the vehicle a semi-tactile experience, while the exploration of contactless gestures as a means of input is indisputably pioneering.

**UX Design Award | Concept 2017**




**Infozeptgenerator**
Lindgrün GmbH
Design: Lindgrün GmbH
Additional Information

Jury Statement
The Infozeptgenerator uses scientific research to provide a simple design solution for a complex problem: the excessive and often unnecessary use of antibiotics for common colds. The jury was impressed by the development of a straightforward instrument that addresses a pressing need for action. Through the use of comprehensive background information covering a range of clinical pictures, the Infozeptgenerator forges a deeper understanding of the illness and of alternative methods of healing for patients and relatives. Throughout, users are individually addressed thanks to a multilingual interface and options for personalisation. This supports the acceptance of medical recommendations beyond the hasty prescription of drugs. The Infozeptgenerator makes a positive contribution to society by enabling access to relevant medical background knowledge to broad sections of the population and by reducing the use of antibiotics.

**UX Design Award | Concept 2017**



**London's online police station**
Metropolitan police with Globant
Design: Globant - Clemence Debaig, Micha Nicheva, Joshua Stehr, Spyridoula Oikonomou, Chris Dane, Sophie O'Kelly, Ben Moran, Raymond Christodoulou
Additional Information

Jury Statement
The new website for City of London Police is a positive example of the successful digitisation of public services. The digital police station provides Londoners with fast access to important services and, more importantly, encourages individual engagement and facilitates open exchange between the city inhabitants and their local police force. This strengthens participation whilst increasing transparency on matters of security, and as such the project demonstrates how digital technologies can contribute to the empowerment of society. Moreover, the burden on vital public resources and the emergency services is relieved thanks to the prioritising and structuring of innumerable inquiries and vast quantities of data. In the opinion of the jury, the central roles played by holistic design methods and iterative development processes, as well as the ongoing involvement of a broad range of users and stakeholders, have been crucial to the overall success of this project.

**UX DESIGN AWARDS**

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**Press information, images and interviews**
Please download press texts, exhibition catalogues, mood images of exhibitions,
nominees and the jury on: http://ux-design-awards.com/en/presse.


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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.

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