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Competition for intuitive products, services and concepts

UX Design Award | Public Choice 2017

“Data Encounter“ by SAP SE / SAP wins the Audience Award for User Experience

The winner of this year’s “UX Design Award | Public Choice 2017” has been pronounced: Users from around the world awarded the public prize to the concept “Data Encounter” by SAP SE / SAP. The audience award for best user experience has been determined in a public online vote among close to 50 products, services and concepts nominated for the UX Design Awards competition in 2017.

Data Encounter supports users exploring large data pools and identifying previously hidden structures. Big Data, often referred to as the “new gold”, is only useful, if new actionable insights are gained. “Data Encounter” reveals structures in big data that were previously hidden, thus helping people to identify business opportunities. By projecting data into a three-dimensional space, users can easily explore massive amounts of data from different perspectives and, very importantly, observe changes in that data over time. Users can also intuitively identify and highlight data trends.

Users 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.

Further information about the winner: <http://ux-design-awards.com/en/product/data-encounter/>

UX Design Awards Website: www.ux-design-awards.com/en

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Press information and images

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

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About UX Design Awards

The UX Design Awards are a singular competition, focusing on user experience as a key asset in a connected world. The UX Design Awards are about communicating opportunities – how human centered design and new technologies can make a positive impact in peoples' lives.

The Awards recognize excellent experience qualities in products, services, environments and future oriented concepts. The competition is annually bestowed by the International Design Center Berlin ([IDZ](#)) and presented at the global technology show [IFA](#) in Germany.

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Competition Organizers

International Design Center Berlin (IDZ)

The International Design Center Berlin (IDZ) is one of Germany's leading independent institutions, promoting design as a driver of business and social innovation. Its members include design oriented companies, design consultancies, institutions and creatives.

IDZ implements projects at national and international levels in dialogue with businesses, governments, education and research institutes. In doing so, it cooperates with networks and institutions throughout Europe.

The IDZ provides access to innovators from diverse design fields and to professional expertise in areas such as User Centered Innovation, Sustainable Innovation and Business Innovation.

www.idz.de

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