

Competition and exhibition for design and user orientation

UX Design Awards 2016

Nominee exhibition and award ceremony

IFA Berlin, September 2 -7, 2016

The UX Design Awards honour outstanding design and user orientation in products, digital solutions and services. The competition is bestowed annually by the International Design Center Berlin (IDZ). All successfully nominated product solutions are presented to the general public from September 2 – 7, 2016 at IFA, the global trade show for consumer electronics and home appliances in Berlin.

This year, the jury nominated 46 solutions out of several hundred submissions from eleven countries. The user oriented products range from networked security solutions and virtual reality, via home exercise equipment and professional 3D gesture control software, to intelligent control systems for future industrial production. All nominees are presented in a special exhibition at IFA. The award winners will be announced at an award ceremony during the trade show's opening on September 2, 2016.

From mobile nursing services to 3D furniture planning in real-time

Digitization rapidly changes our everyday private and working lives. Networked products and services are connected to form intelligent eco systems. The human being and technology interact through various channels: starting with digital interfaces, via voice recognition and gesture control, to virtual spaces and artificial intelligence.

The more complex the omnipresent technological applications, the more their intuitive usability becomes important. How can products and services improve the quality of life? How can they enable participation and the sharing of knowledge? Do they extend our abilities? Are they fun to use? Positive experience enhances the user's trust and is key for a successful market placement of the products and services.



The UX Design Awards honour electronic product solutions which place humans and all aspects of user experience at the center of their design. With this competition, the IDZ makes an invaluable contribution to the declaration of extraordinary work in the field of User Experience Design.

"In a connected world the user experiences are the real game changers for consumer preferences and business success. Evaluating these is a delicate process. IDZ and the team of judges are doing a great job by promoting best practice in UX Design."

Klaus Schröder, strategy director, CEO & partner – design people (DK)

The UX Design Awards 2016 nominees are:

Adam Elements International Co., LTD. / akquinet tech@spree GmbH / anyMOTION GRAPHICS GmbH Canary / CLAGE GmbH / Design Planet / CLYC / FORMFJORD / Delta Electronics, Inc. / Deutsche Telekom AG / DPD Dynamic Parcel Distribution GmbH & Co. KG / emporia Telecom GmbH & Co KG FreeDee / Gebo Packaging Solutions France SAS / GN ReSound GmbH / GoodWorkLabs / Hello Group HMI Project GmbH / HYVE Innovation Design GmbH / Jacob Jensen Design / Loewe Technologies GmbH / LUNAR Europe / macio GmbH / Netural GmbH / q-bus Mediatektur GmbH / Razorfish GmbH Roomle GmbH / RWE International SE / S. Siedle & Söhne / Sennheiser / Sensory-Minds GmbH silverline built-in appliances / Skullcandy International GmbH / SOLID WHITE design & digital media GmbH / Staufenbiel Institut GmbH / Swisscom Schweiz AG / Syncpilot / User Interface Design GmbH VanBerlo b.v. / Visiomed Group SA

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Geschäftsführer: Ralf Wudtke
Amtsgericht Berlin-Charlottenburg
Registernummer: HRB 77023

Jury awards and audience award

The jury awards up to ten outstanding solutions with the “UX Design Award”. Additionally, the jury can honour the most convincing submission with the premium “UX Design Award Gold” ([product areas](#), [evaluation criteria](#)). IFA visitors and the general public will also have the chance to vote for the audience award “UX Design Award: Public Choice” from September 2 until the end of October. The winner will be announced in early November.

Jury

Prof Birgit Weller (Professor at HTW Berlin, Managing Director at use: Identity and Design Network), **Claude Toussaint** (Managing Director at designaffairs GmbH Munich), **Gerhard Nüssler** (Head of Design at Siemens Home Appliances, B/S/H/), **Helmut Ness** (Founding partner and CDO at Fuenfwerken Design AG), **Prof Dr phil Manfred Thüring** (Director, Institute for Psychology and Ergonomics, TU Berlin), **Ulrike Müller** (Head of Design at UX, Volkswagen Group Future Center Europe). Find more information about the jury members here.

Dates

Exhibition of the nominees' products

Time: September 2 - 7, 2016, daily: 10am - 6pm

Press preview days: August 31 and September 1, 10am - 6pm

Location: Messe Berlin, Messedamm 22, 14055 Berlin

Hall 9, Stall 118

Award ceremony

Time: September 2, 2016, 5pm - 7pm

Location: Marshall-Haus (next the Summer Garden, entrance opposite from Hall 6)

Messe Berlin, Messedamm 22, 14055 Berlin

Accreditations

IFA 2016

For visiting the exhibition and award ceremony, please obtain an IFA press accreditation:
<http://b2b.ifa-berlin.com/en/Press/RegisterNow/>

Award ceremony

Book a press ticket via Eventbrite: <http://bit.ly/award-ceremony-idz-guests>
Please note that there is only a limited amount of tickets.
You will receive a confirmation email once you have successfully registered.

More information

Images

Find image material of the exhibition, nominees and the jury's deliberation on our press page:
<http://ux-design-awards.com/en/presse/>

For high resolution images please contact us directly: press@ux-design-awards.com

Exhibition catalogue

We publish an exhibition booklet presenting all nominees. A digital version will be available for download on our press page from September 2, 2016:
<http://ux-design-awards.com/en/presse/>

Press Contact

Interview requests (competition jury and nominees), Images
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Organiser

The UX Design Awards are organised by IDZ Designpartner GmbH. The competition builds on the success of the annual "Usability Park" exhibition and "Usability Award" of International Design Center Berlin, which have served as platforms for recognising user-centred products at IFA since 2008.

Founded in 1968, the International Design Center Berlin (IDZ) is one of Germany's leading institutions for design promotion. IDZ members include more than two hundred design-oriented companies, agencies, institutions and creatives. Alongside events and formats for member networking, the IDZ organises projects and events at national and international levels in active exchange with representatives from politics, culture and science.

The field of design addresses far more than merely aesthetic issues. In the development of products, processes and services, design serves to integrate functional, emotional and social aspects that are based on people's actual needs. As a driver of innovation, design plays an important role in addressing social, environmental and economic challenges. www.idz.de

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