

# Press release

2015-08-10 The quality seal for good design:  
Neonode zForce Drive Steering Wheel is awarded the Red Dot!

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## **Interaktionsbyrån has won the sought-after Red Dot in the Red Dot Award: Communication Design 2015, one of the largest and most respected design competitions, for the outstanding project zForce Drive Steering Wheel completed for Neonode**

The international jury judged each of the 7.451 entries live and in situ in sessions running over several days. Only the best works win this seal of quality for design.

The Neonode zForce® Drive™ steering wheel is designed with a driver centred perspective. The presentation of contextual and prioritized information helps in creating a better and safer driver experience.

As the driver engages with the steering wheel, embedded LED lights act as virtual buttons. This allows the driver to keep his hands on the steering and his eyes on the road, reducing driver distractions and other potential risks.

Gentle animated graphics in the cluster indicate all available interactions and since the possible interactions with the steering are largely contextual, it means that the driver only sees the actions he can perform depending on what driving mode he is in. This reduces clutter and improves function.

The simple interaction is reassuring, dependable and reduces the risk of misinterpretations, creating a sense of trust between the driver and the car. Better and more confident decision making results in a safer handling of the vehicle.

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“The creative industries are experiencing a period of growth. Ever new trends in digital communications, but also in event and print, lead to greater diversity and create new specialty areas,” says Professor Dr. Peter Zec, founder and CEO of the Red Dot Award. “Based on its international expertise and evaluation of the Red Dot Award: Communication 2015, our jury can confirm this trend, not least because of the new record number of entries and a noticeable increase in quality. Their achievements show that the winners can go beyond the industry standards. That has secured them one of the most renowned hallmarks of quality which will help them to communicate their success to the world: the Red Dot”.

### **Awards ceremony and exhibition**

The winners will be celebrated at the official awards ceremony on 6 November 2015 in the Konzerthaus in Berlin. Afterwards the E-Werk in Berlin will serve as the venue for the Designers’ Night, a fantastic party during which the winners’ exhibition “Design on Stage” will be launched.

### **The Red Dot Design Award**

The Red Dot Design Award is one of the world’s largest and most distinguished competitions. Since 60 years, the Design Zentrum Nordrhein Westfalen honours excellence in design. The name and brand of the competition which today is well-known internationally were developed in the 1990’s by Prof. Dr. Peter Zec. The sought-after Red Dot established itself as a recognised seal of quality and is awarded in the disciplines of Product Design, Design Concept and Communication Design.

You can get more information at: <http://www.interaktionsbyran.se/projects/neonode-autonomous-drive>, <http://www.neonode.com/applications/automotive/>, <http://www.autoliv.com>

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## The facts and figures of the Red Dot Award: Communication Design 2015

Entries: 7.451  
Countries: 53

Red Dot Gala: 6 November 2015      Konzerthaus Berlin  
Designers' Night: 6 November 2015      E-Werk in Berlin

You can get more information at [www.red-dot.org/press](http://www.red-dot.org/press)

### Red Dot-Jury

Bettina Schulz, Germany  
Peter Philippe Weiss, Switzerland  
Chris Lee, Singapore  
Prof. Dr. Linda Breitlauch, Germany  
Cyriaque Porte, France  
Prof. Dr. Rezk-Salama, Germany  
Damon Aval, Germany  
Prof. Laurent Lacour, Germany  
Daniel Budiman, Germany  
Prof. Michel de Boer, The Netherlands  
Eric Zimmerman, USA  
Prof. Rudolf Schricker, Germany  
Frank Bodin, Switzerland  
Rainer Hirt, Germany  
Gustavo Greco, Brazil  
Riccardo Capuzzo, Italy  
Holger Windfuhr, Germany  
Seung Hun Yoo, China  
Jennifer Tsai, Taiwan  
Thebe Ikalafeng, South Africa  
Johnason Lo, Taiwan

Uwe Melicher, Germany  
Kelley Cheng, Singapore  
Wang Xu, China  
Niels Schrader, Germany  
Wolfgang Baum, Germany  
Nuno Gusmão, Portugal

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