



THE
TECHNO
CREATIVES

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PRESS RELEASE

Yacht Defined awarded with Red Dot!

Award-winning project: Yacht Defined receives the international Red Dot winner´ label!

For its **Yacht Defined** project the Techno Creatives AB has been awarded the much.coveted Red Dot as part of the Red Dot Award: Communication Design 2016, the globally renowned design competition.

In sessions that lasted several days, the 26 experts on the Red Dot jury evaluated each of the large number of entries individually, live and on site. This year saw designers and companies from a total of 46 countries take part in the award.

Yacht Defined is a result of challenging and questioning traditional boat systems of today. It can be utilized outside the boat which enables new ways of being in control. Drive the boat from the pier or monitor the activity from home. Users can maneuver the boat with their fingertips using known and precise interactions, like swipe, pan and pinch.

Intelligent driving aid are designed to transform the user into a professional captain. Auto Pilot position the boat on the right course. Auto Stability makes the journey comfortable. Sweet Spot visually guides in how to achieve a fuel efficient and smooth ride. The Man Overboard feature automatically adds a pin to the sea chart. The captain can with a single action position the boat still, call SOS and activate SOS light signals. Thermal cameras enhance search or navigation in bad conditions.

Yacht Defined provide the user with relevant information at the right time. Dynamic content change depending on situation, time of day and surroundings. The 29" super widescreen navigation interface change appearance and content, enhancing the experience when e.g. cruising, speeding, approaching shallow water or relaxing in the harbor.

"The increasingly international nature of our competition is proof of its growing reputation in the global design world", says Prof. Dr. Peter Zec, founder and CEO of Red Dot. "We are very happy with this year's competition and are delighted at the very high standard of the award-winning projects from

around the world. In today's world, communication designers have become the catalyst between the worlds of language, economics and technology, in other words, they are the engines of progress. More than ever before, we want to be a driving force for development and trends in the sector and give established as well as up-and-coming designers the opportunity to find and claim their place in the market. The Red Dot seal of quality, known around the world to stand for a high level of design, helps them to achieve this."

Award Ceremony and Exhibition

The laureates will be honoured on 4 November 2016 in Berlin where the Red Dot Gala will take place in the Konzerthaus Berlin for the sixth time in succession. Afterwards, the Red Dot prize winners will be celebrated at the Designers' Night in the E-Werk Berlin. Here, for one night only, the exclusive winners' exhibition "Design on Stage" will be presented at which Red Dot will also be showing the award-winning **Yacht Defined** project.

The Red Dot Design Award

The origins of the Red Dot Design Award date back to 1955. The now internationally renowned name and brand of the competition were developed by Prof. Dr. Peter Zec in the 1990s. The "Red Dot" has established itself internationally as one of the most coveted seals of quality for good design. In order to be able to properly evaluate the wide range of design projects, the award is sub-divided into three competitions: "Red Dot Award: Product Design", "Red Dot Award: Communication Design" and "Red Dot Award: Design Concept", each of which is held once a year. The Red Dot Award documents the most incisive trends around the world in everything from products to communication projects, packaging to design concept and prototypes. The award-winning designs are exhibited in the Red Dot Design Museums.

www.red-dot.org

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Red Dot Design Award 2016: Communication Design

RED DOT GALA

4. November 2016
Konzerthaus Berlin
Berlin, Germany

DESIGNERS NIGHT AND WINNERS EXHIBITION

4. November 2016
Berliner E-Werk
Berlin, Germany

RED DOT JURY 2016

Renne Angelvou, Finland
Prof. Michel de Boer, The Netherlands
Prof. Dr. Linda Breitlauch, Germany
Davor Buketa, Croatia
Daniel Budiman, Germany
Michel Chanaud, France
Eric Chang, Taiwan
Kelley Cheng, Singapore
Mårten Claesson, Sweden
Jiaying Han, China
Rainer Hirt, Germany
Prof. Shu-Chang Kung, Taiwan
Chris Lee, Singapore
Johnason Lo, Taiwan
Uwe Melichar, Germany
Jack Renwick, Scotland
Prof. Dr. Christof Rezk-Salama, Germany
Jörg Sachtleben, Germany
Jean Jacques Schaffner, Switzerland
Bettina Schulz, Germany
Niels Schrader, The Netherlands
Sylvia Vitale Rotta, France
Peter Philippe Weiss, Switzerland
Jan Wilker, USA
Holger Windfuhr, Germany
Prof. Dr Seung Hun Yoo, South Korea