Brainlab Curve Wins Coveted Red Dot Award: Product Design 2012

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WESTCHESTER, Ill., March 14, 2012 /PRNewswire/ -- Brainlab wins coveted 'red dot award.' Creative heads and manufacturers from all over the world submitted 4,515 designs altogether to the international product competition. Feature by benefit, Curve™ inspired the experts and received the globally sought after red dot in product design.

Curve embodies the latest in medical technology. This advanced surgical navigation system for the brain and body features the latest image guidance software powering advanced 3D displays. Curve incorporates great ergonomics, two game-changing, multi-directional touch terminals, digital HD, hi-fi and wi-fi[1].

"Using a human-centered design approach, we set out to challenge conventional surgical utility to help foster collaboration and potentially improve patient outcomes," stated Stefan Vilsmeier, President and CEO of Brainlab. "Curve represents thousands of enhancements based on years of feedback from our customers. Incorporating user feedback has always been a priority for Brainlab and has helped to produce the ultimate surgical navigation experience in design and functionality."

"The most distinguished products of the respective branches of industry faced up not only to the tough competition this year again, but also to the critical eye of the jury, explains Professor Dr. Peter Zec, initiator and CEO of the red dot design award. "The experts thoroughly examined, tested and evaluated each individual entry, applying the highest standards. With their performances, the laureates did not only demonstrate an extraordinary design quality but they also showed that design is an integral part of innovative product solutions. At this high level, the winners are able to increase their potential for success on the market considerably by purposefully using our design prize."

The award winning products in the red dot design museum
Showcasing more than 1,500 products over 4,000 square metres of
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SOURCE [1]

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