

MEDIA RELEASE

For immediate release: Friday 30 May 2008

WINNERS OF 2008 AUSTRALIAN INTERNATIONAL DESIGN AWARDS ANNOUNCED

An Australian-designed snowsports performance tracking device has taken out the top prize in this year's Australian International Design Awards, in which local designs were judged against internationally-designed products for the first time.

Flaik, designed by Queensland consultants CMD Product Design & Innovation, was awarded the **Australian International Design Award of the Year**, beating 60 other finalist products including 17 from international designers.

It joins the cream of Australian design including the Ford Territory, the Solar Sailor Ferry and Cochlear implant, to name just a few previous winners.

"The Australian International Design Awards went global for the first time this year. To win the top accolade is more significant than ever," said Ms Stephanie Watson, Manager, Australian International Design Awards.

"For an Australian design to come out on top signifies the high quality of Australian design work and the strength of the local industry on a world scale," said Ms Watson.

Of the 61 finalists, 18 products received an **Australian International Design Award** in recognition of design excellence and 43 products were awarded an **Australian International Design Mark** in recognition of good design. The Slide Connect G2, a world-first LED emergency exit sign with custom-designed optics won the **Award for Excellence in Sustainable Design**.

A division of Standard Australia, the 2008 Australian International Design Awards were announced on Friday 30 May at a gala dinner event at the Australian Technology Park in Sydney. The night also celebrated 50 years of rewarding and promoting design excellence and innovation in Australia.

Ms Watson said the Australian International Design Awards is Australia's longest standing product design awards program.

"We have a proud history of thorough testing and assessment by Australian and international design experts. The judges spend a week scrutinising all entries against rigorous criteria including innovation, visual/emotional appeal, functionality, quality and manufacture, ergonomics and safety, environmental sustainability and presentation," Ms Watson said.

Australian and internationally-designed products available for sale in Australia and products professionally designed by Australians for overseas markets are eligible to enter.

2008 Statistics

	TOTAL	Australian-designed	Internationally-designed
All Entries	159	109 [68.5%]	50 [31.5%]
First Round Shortlist	122	84 [69%]	38 [31%]
Finalists	61	44 [71%]	17 [28%]
Design Marks	43	31 [72%]	12 [28%]
Design Awards	18	13 [72%]	5 [28%]

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All results:

	Australian International Design Award	Australian International Design Mark
CONSUMER	Miele Telescopic Cooker Hood	RADO Ceramica Chronograph Watch
	Garden Pruner Range**	Bose QuietComfort 3
	P100	Miele Medicaire Vacuum Cleaner
		Miele Microwave Combination Oven
		Sunbeam Café Series Grill and Barbecue
		Electrolux E:line Compact
		Otto
		Miele Automatic Coffee Machine
		Sunbeam Semi-Automatic Espresso Machine
		Breville Professional Series Blender
		Breville ikon® Kettle and Toaster
		Breville Professional Series Toaster
		Philips Arcitec
		Philips Aurea
		Steam'n'Go
		Go Flex!
	Yates Garden Pots	
	WinePreserva	
	Fusion Case Range	
MEDICAL & SCIENTIFIC	SP1x**	EZY-AS
		Mirage Quattro™ Full Face Mask
		Varian 400DS
		Track Chair
	PathFinder 900	
AUTOMOTIVE & TRANSPORT	Honda Civic Type R	Holden VE Ute
	Freighter Eziliner**	Renault Scenic and Grand Scenic
	1.4 Dual Charged TSI Petrol Engine	Audi TT
	Volkswagen Eos CSC	Audi R8
SPORT & LEISURE	Wrino	Electrolux Integrated BBQ
	NXT International Test Series Cricket Helmet	Quicksmart Scramble Bug
	Flaik*	
PUBLIC SPACES	Qantas First Lounge	
MATERIALS & TEXTILES	Anamalz	
BUSINESS & TECHNOLOGY	Xynergi Media Production Centre	Multibrige Eclipse
	X5 Wireless Charger and Holster	
	Guardian Breathing Apparatus**	
HOUSE & BUILDING	Watchdog D1	Electrolux Illuminated Induction Cooktop
	Methven Satinjet Kiri Wall Shower	Future Wall
		Termaview Smart Skirting
		Dux Airoheat
		RockTop Leak Prevention
AGRICULTURE & HEAVY MACHINERY		Arachnipod
		400 Spacesaver
		Electromagnetic Ore Sorter
FURNITURE & LIGHTING		Slide Connect G2***
		Trapeze
		AllWays
		Task Air

*Winner of the Australian International Design Award of the Year

**Nominee of the Australian International Design Award of the Year

***Winner of the Award for Excellence in Sustainable Design

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About Flaik

[Flaik](#) is a small performance tracking device specifically designed for skiing and snowboarding enthusiasts. Using GPS and GSM/GPRS technology, the device monitors and records a user's location, speed, distance, altitude and airtime, automatically uploading data in real-time to an online portal.

The judges were particularly struck by the originality behind Flaik and the attention to detail given to all aspects of product design from cultural, market and visual appeal right down to the packaging.

"[Flaik is] an exciting product with a completely new visual language that doesn't follow trends or existing ideas," said Mr Bruce Claxton, Senior Director, Design Integration, Motorola and one of this year's judges.

"It boldly reshapes the culture of snowsports by connecting a global network of players through clever technology and rental options," said Mr Claxton.

Further information: www.designawards.com.au

Media images for download: www.designawards.com.au/media_image.jsp Additional images of the Flaik, all products, presentation night and judging process are available on request.

Reciprocal links: If you wish to organise a reciprocal web link, please contact us below.

Media enquiries or to arrange an interview with Stephanie Watson, judges or designers:

Australian International Design Awards

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The Australian International Design Awards is a division of Standards Australia. Standards Australia is recognised by the Government as Australia's peak Standards body. It coordinates standardisation activities, develops internationally aligned Australian Standards of public benefit and national interest and accredits other Standards Development Organisations. Through the Australian International Design Awards it promotes excellence in design and innovation. www.standards.org.au www.designawards.com.au