



Competition and Exhibition on User Experience Design

UX Design Awards 2015

Exhibition showcasing all nominees at IFA Berlin | September 4 to 9

The UX Design Awards honour outstanding design and user orientation in products, digital solutions and services. The competition is annually run by the International Design Center Berlin (IDZ). The nominees will be presented in a special exhibition at IFA, the global fair for consumer electronics, in Berlin from September 4 to 9.

The jury selected over 40 user-oriented product solutions from 13 countries out of several hundred submissions. The products range from smart kitchen appliances to interactive fitness and health devices to professional productivity and management apps. The winners will be announced at the Award Ceremony in Berlin on September 5, 2015.

From smart watches to responsive lights

Due to the digitization, the expectation of products is changing: From wearables to responsive lights – products are not seen as static properties anymore. They can be updated, learn from usage and adapt to the user's preferences. What counts are the products' abilities to provide useful services and to offer great experiences to their users.

Highlighting successful examples of user experience design, the UX Design Awards showcase products and services that excel in connecting with their users in a meaningful way. The exhibition will shed light on different aspects and fields of user experience design: From bringing joy to enhancing sharing and participation to improving human capabilities and the quality of life.

Award Titles and Audience Award

Out of the pre-selected pool of nominees, the jury chooses up to ten products and solutions that excel in the fields of user experience design as UX Design Awards winners. The premium prize UX Design Award Gold goes to the one that stands out the most in regard to the different aspects of user experience design. Additionally, the visitors of IFA and the public have the chance to vote for their favourite online from September 4 to the end of October. The winner of the audience award will be announced at the beginning of November.

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Expert Jury

Prof. Birgit Weller (Professor at HTW Berlin, co-founder use: Identity and Design Network), **Claude Toussaint** (Managing Partner, designaffairs GmbH Munich), **Karsten Henze** (Head of CI/CD and Creation, DB Mobility Logistics AG), **Prof. Dr. phil. Manfred Thüring** (Chair, Department of Psychology and Ergonomics, TU Berlin), **Peter Wouda** (Head of Exterior Design, Volkswagen Design Center Potsdam) and **Dr.-Ing. Sebastian Glende** (General Manager, YOUSE GmbH Berlin). More information about the jury: ux-design-awards.com/en/jury

Exhibition featuring all nominees

Date: September 4 – 9, 2015, daily: 10am to 6pm | **Press days:** September 2 and 3, 10am to 6pm

Place: Messe Berlin, Messedamm 22, 14055 Berlin, Germany, Entrance South

Hall 11.2, Booth 113

Accreditation

IFA 2015

For visiting the exhibition, please register for press accreditation at IFA 2015:

<http://b2b.ifa-berlin.com/en/Press/RegisterNow>

Award Ceremony

Please reserve your press ticket via Eventbrite:

<http://bit.ly/award-ceremony-idz-guests>

Alternatively, please email us for accreditation:

guests@ux-design-awards.com

Please note that there is only a limited amount of tickets.

You will receive a confirmation of your accreditation via email.

Further Information

Exhibition Catalogue

The exhibition booklet features all nominees. You can download a digital preview version via:
<http://idz.de/dokumente/uxda-booklet-2015.pdf>

Images

Please find pictures of the exhibition and nominees in our press area:
<http://ux-design-awards.com/en/presse>

High-res images are available on demand:
press@ux-design-awards.com

Organiser

The UX Design Awards are annually presented by International Design Center Berlin (IDZ). The competition builds on the success of IDZ's annual Usability Park exhibition and Usability Award, which have already served as a platform for recognising user-friendly and user-centred products since 2008. As an international design platform and enterprise network, IDZ has hosted events and implemented projects at national and international level for more than 45 years. Furthermore the institution advises political and economic policy makers. Core project areas include: sustainability (Ecodesign), design as a business factor (Innovation by Design) and user-oriented innovation strategies (User Experience, Universal Design).

www.idz.de

Programme Partner

UseTree, Berlin's competence center for usability measures, aims to make small and medium-sized enterprises aware of the issue of usability and supports them in the development or acquisition of user-friendly software products. Particular emphasis is placed on mobile and internet-based commercial applications.

<http://www.usetree.de>