



Berlin, 2017/08/15

Press Information: Competition and exhibition for intuitive products, services and concepts

## **UX Design Awards 2017**

**Nominee Presentation, Exhibition, Award Ceremony**

**September 1–6, 2017 at IFA Berlin**

**From artificial intelligence to 3D-printed organs: Innovative technologies shape the future of user experiences. Bestowed by International Design Center Berlin, the UX Design Awards honor outstanding products, services and concepts that place the user in the center of the development process. All nominated solutions are presented at IFA, the global trade show for digital products and consumer electronics, from September 1-6, 2017 in Berlin.**

Among several hundred submissions an expert jury selected 48 entries to participate in the competition. From innovative products and services to future-oriented concept studies, the nominated solutions utilize state-of-the-art hologram technologies, artificial intelligence, speech recognition, 360° optics or organic 3D printing technologies for intuitive applications in a wide range of sectors, including medicine and health, mobility, open data, media, connected living environments, or smart industries.

### **From autonomous driving to immersive live broadcasts**

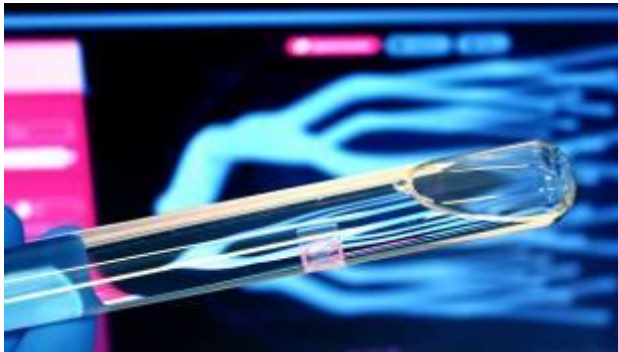
At ever shorter intervals, new technologies are opening up previously undreamt-of application possibilities. Virtual reality and 360-degree applications mean that we can experience concerts and sports events from just about anywhere in the world. On the basis of human cells, bioprinters enable researchers and pharmacists to print models for the skin, liver, kidneys or lungs in just a few steps. And already in the near future, we will be able to control autonomous vehicles via simple hand gestures.

Digitization is changing our living and working worlds. Increasingly, adaptive products and services are being interfaced with intelligent systems. However, as the complexity of these ubiquitous technologies continues to grow, so does the importance of their intuitive use. Here, success depends on the ability to offer useful services and to gain the trust of users through positive experiences.

All nominated product solutions are presented at IFA, the global trade show for digital products and consumer electronics, from September 1-6, 2017 in Berlin. The award winners will be announced at an award ceremony at the trade show on September 2, 2017.

### Selected Nominees 2017

Download the full exhibition catalogue (PDF): <http://ux-design-awards.com/en/presse>



Whether skin, liver, kidneys or lung models – 3D printed tissue, built from an organic print matrix and human cells, can already be used to replace animal experiments and make drugs safer. Cellbricks and Intuity are jointly developing the "Cellbricks – Organ as a Service" ecosystem. The 3D bioprinter and the software "Bloodline" form the foundation for an intuitive workflow for constructing and additively producing 3D mini-organs.

Cellbricks – Organ as a Service

Cellbricks GmbH, Design: Intuity Media Lab GmbH

[www.intuity.de/cellbricks-menschliche-mini-organe-aus-dem-3d-drucker](http://www.intuity.de/cellbricks-menschliche-mini-organe-aus-dem-3d-drucker)



The BMW i Inside Future sculpture focuses on the opportunities and challenges presented by fully automated driving. BMW HoloActive Touch is an innovative interface between the driver and vehicle. It consists of a free-floating virtual display projected in the area above the center console.

The system is operated directly by finger movements, with an ultrasound source providing tactile confirmation of the driver's commands.

BMW i Inside Future / BMW Concept HoloActive Touch

BMW Group, Design: BMW Group Design

<http://www.press.bmwgroup.com>



Experience events and events from anywhere in the world – virtual reality and 360-degree cameras transform live transmissions into spatial, immersive experiences. Whether concerts or sports events, the spectator immediately plunges into the action. Additional information layers and views may be activated as desired. The visual experience is amplified by spatial sound resulting in an impressive multisensory experience.

VEYE 360° System i-mmersive

i-mmersive GmbH, Design: e27 berlin

[www.i-mmersive.net](http://www.i-mmersive.net)

Virtual Reality Basketball

Deutsche Telekom AG, Design: Telekom

Design [www.telekom.com](http://www.telekom.com)

### Jury and audience Awards

The competition jury awards the titles “UX Design Award” and „UX Design Award | Concept“ to product solutions and professional concepts that excel in the fields of user experience and design. One highly innovative product solution or concept that showcases a consistently excellent user experience may receive the premium title “UX Design Award Gold”. Furthermore, the general public assigns the public award title “UX Design Award | Public Choice”. The audience award is selected through extensive online voting and announced at the beginning of November.

### Jury members

**Christoph Becke**, Head of Design Vision Range Development, [Brand Siemens](#), [B/S/H/](#);

**Pia Betton**, Partnerin, [Edenspiekermann](#); **Prof. Carl Frech**, Partner and Chairman of the Board,,

[Fuenfwerken Design AG](#); **Ulrike Müller**, Head of UX Design, [Volkswagen Group Future Center](#)

[Europe](#); **Henrik Rieß**, Creative Director, [User Interface Design GmbH](#) Berlin; **Claude Toussaint**,

[designaffairs GmbH](#) München; **Martin Wezowski**, Chief Designer, [SAP Innovation Center Network](#) & Chief Innovation Office

Further information about the jury: <http://ux-design-awards.com/en/jury>  
Award evaluation criteria: <http://ux-design-awards.com/en/awards/criteria>

## **Dates**

### *IFA Press Days*

August 30 – 31, 2017; 10am to 6pm

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

### *UX Design Awards Nominee Exhibition*

September 1 – 6, 2017; daily 10am to 6pm

IFA Next / Hall 26c – Booth 174

Messe Berlin

### *UX Design Awards Ceremony*

September 2, 2017 at 6pm (last hall entry: 5.45 pm)

IFA Next / Hall 26a – central stage „Innovation Engine“

Messe Berlin

### *Public voting for the Audience Award*

September 1 – October 31, 2017

### *Announcement of the Audience Award Winner*

Early November 2017

## **Press information, images and interviews**

Please download press texts, exhibition catalogues, mood images of exhibitions, nominees and the jury on: <http://ux-design-awards.com/en/presse>.

For high resolution images and to book interviews with jury members or nominees please contact us directly.

## **Press contact**

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## **Competition Organizers**

### **International Design Center Berlin (IDZ)**

The UX Design Awards are a competition run by the International Design Center Berlin (IDZ). The annual Awards honor intuitive products, services and visions. The competition is based on previous

exhibition formats on usability and design. Founded in 1968, the International Design Center Berlin is one of Germany's leading institutions for design promotion. Its members include design-oriented companies, agencies, institutions and creatives.

The IDZ implements projects on national and international scale in dialogue with businesses, governments, education and research institutes. In doing so, it cooperates with different networks and institutions throughout Europe. The IDZ addresses relevant design issues, provides consulting services and raises awareness on the importance of design.

[www.idz.de](http://www.idz.de)