



QUALITY FOR LIFE

MANAGEMENT

## Press Release

27 June 2006

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### Avantgarde VR light from Otto Bock Wins Design Award

(Essen) On Monday, June 26, the Essen Aalto Theatre was the scene of the *red dot award* ceremony where the Avantgarde VR light received the coveted *red dot award* for the *product design* of this wheelchair for active use.

Otto Bock HealthCare considers functionality and design to be key aspects of product development. The med-tech enterprise incorporates internal and external designers into the development process of their products. The North Rhine – Westphalia design center has now confirmed the validity of this strategy by conferring this award.

Since 1955, an international jury of experts has been bestowing the red dot design award for the best and most innovative products with the most outstanding quality and design in the categories: *red dot: design team of the year*, *red dot: best of the best* and *red dot: product design*.

A total of 2,068 products from 41 countries competed for the *red dot* design award this year. The jury once again selected the best products from the multitude of submitted works this year. It was impressed by the Avantgarde VR light's trend-setting design as well as the creativity that went into it and the innovative result. The high-quality workmanship and perfect adjustability of the Avantgarde VR light guarantee that it can be ideally adapted to its user.



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Following on the heels of the Avantgarde Ti Ultra, which was awarded in 2005, now another manual wheelchair from the Avantgarde series has received the *red dot award* in the category of *product design*. Over the last few years, Otto Bock HealthCare has been able to impress the jury a total of eight times with the quality of its products. This has included the *red dot: best of the best* award both in 2001 for the Voyager wheelchair for active use with its Design Line of equipment and in 2005 for the unilateral joint system.

Further information:

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