



QUALITY FOR LIFE

Management

Press Release

February 11, 2008

Good for the Knee, Pleasing to the Eye

Golden German Design Award for the Genu Arexa

The Genu Arexa, a knee orthosis from the medical technology company Otto Bock HealthCare, has received the golden German design award in Frankfurt. By unifying functionality and design, it reflects the company philosophy of turning the principle “form follows function” into “form is function”. After all, the look and feel of an orthopaedic device has a real impact on therapeutic success.

The Genu Arexa is defined by an extremely slim, close-fitting design that can be worn comfortably under clothing. In combination with the anatomically placed straps, it provides stability and supports knee joint functionality after cruciate ligament and collateral ligament injuries. Due to the innovative “Click 2 Go Joint System”, the range of movement prescribed by the physician can be established quickly without the use of tools. The auto-adaptive plastic wings of the Genu Arexa automatically adjust to the contour of the leg for tailor-made wearer comfort. This also applies to the intelligent padding made of ultra-hygienic Technogel® and the low weight of the orthosis.

The styling for the Genu Arexa, which was honoured with the red dot design award last year, is the work of the French star designer Ito Morabito (Ora-ïto). Now, the Genu Arexa has also received the highest official design commendation in the country, the Design Award of the Federal Republic of Germany. Over 1,000 products were nominated in the industrial, product, exhibition, and communication design categories for 2008. Next to Otto Bock, other winners of the golden design award included Daimler AG for the Mercedes-Benz Museum in Stuttgart and BMW for the “G 650 X-Country” motorcycle.



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