

RED DOT FOR MICROLIFE

Microlife AG, the world's largest manufacturer of Digital Thermometers and Blood Pressure monitors, has won the prestigious Red Dot Award at the international 'Design Innovations 2000' competition. The award was given for the outstanding design of the BP-3BTO and BP-3BU1 Blood Pressure Monitors made by Microlife.



The Red Dot Award, given to products of outstanding quality and design.

For a period of four weeks, the Microlife Blood Pressure Monitors will be exhibited at the special exhibition 'Design Innovations 2000' in June 2000 in Essen Germany and will then become part of the permanent International Design Exhibition of about 900 products that attracts over 120,000 visitors a year.

According to Uwe Diegel, MD of Microlife Group Africa, innovative design has become increasingly important over the last few years, especially in the field of high-tech technology, where the public is demanding more than just functionality.

"Microlife is a Swiss company that not only realizes the importance of quality diagnostics, but also the importance for the public of innovative design and accessibility of the latest in technology".

"Design is not an add-on element but intrinsic to the functionality of these and all Microlife products making them highly suited to applications in developing countries where the equipment is often subjected to rigorous handling. The fact that these products are extremely simple to operate and highly accurate ensures top level functionality over a lifetime."

June 2000



**Blood pressure measuring instrument
BP 3BTO-A**

Red Dot High Design Quality for:

- Degree of innovation
- Functionality
- Formal quality
- Ergonomics
- Symbolic & emotional content
- Product peripherals
- Self-explanatory quality



**Blood pressure measuring instrument for the wrist
BP 3BU1-1**

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