

MEDIA RELEASE

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AUSSIE DESIGN WINS 2008 AUSTRALIAN INTERNATIONAL DESIGN AWARD OF THE YEAR

Queensland design consultancy, CMD Product Design & Innovation has taken out the top prize in this year's Australian International Design Awards with its snowsports performance tracking device, Flaik.

Judged to have the total solution – innovative concept, stylish and clever product design, superior quality, market appeal, smart packaging and rental options – Flaik was awarded the **Australian International Design Award of the Year**, beating 60 other finalist products.

It joins the cream of Australian design including the Ford Territory, the Solar Sailor Ferry and Cochlear implant, to name just a few previous winners.

Flaik is a small performance tracking device specifically designed for skiing and snowboarding enthusiasts. Using GPS and GSM/GPRS technology, the device monitors and records a user's location, speed, distance, altitude and airtime, automatically uploading data in real-time to an online portal.

From the Flaik portal (www.flaik.com), users can view their data, compare statistics with other users, build a profile and history, chat to others online and check their current location or the location of other users.

"[Flaik is] an exciting product with a completely new visual language that doesn't follow trends or existing ideas," said Mr Bruce Claxton, Senior Director, Design Integration, Motorola and one of this year's judges.

"It boldly reshapes the culture of snowsports by connecting a global network of players through clever technology and rental options," said Mr Claxton.

The judges were particularly struck by the originality behind Flaik and the attention to detail given to all aspects of product design from cultural, market and visual appeal right down to the packaging.

"CMD Product Design & Innovation has been a strong competitor in the Australian Design Awards for many years. It is great to see their work recognised on a global scale, particularly this year where local designs have been judged against international designs for the first time," said Ms Stephanie Watson, Manager of the Australian International Design Awards.

"The result is a great outcome for the Queensland design industry which is growing from strength to strength.

"This year, 10 Queensland products across a range of categories made the finals compared with only one product in 2007 and four products in 2006.

Ms Watson said the top accolade is awarded to the highest achieving entrant and is a unanimous decision by the judging panel of design industry experts.

"The winning product represents world class design, breaks new ground in product development, could be considered an international design icon and is an example of the "total package" of design excellence.

"The Australian International Design Awards has a proud history of thorough testing and assessment by Australian and international design experts. The judges spend a week scrutinising all entries against rigorous

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criteria including innovation, visual/emotional appeal, functionality, quality and manufacture, ergonomics and safety, environmental sustainability and presentation,” said Ms Watson.

Of the 61 finalists in this year’s awards, nominees for the Australian International Design Award of the Year were:

- [Flaik](#) – snowsports performance tracker designed by CMD Product Design & Innovation
- [Guardian Breathing Apparatus](#) – a communication-enabled breathing device for firefighters designed by Innotech
- [SP1x](#) – a communication-enabled electronic earplug for hearing protection designed by KWA Design
- [Freighter EziLiner](#) – a semi-automatic tensioning system for trailers designed by MaxiTRANS Australia
- [Garden Pruner Range](#) - a range of pruners with a hidden spring system designed by Cyclone Industries.

This year, for the first time, international designers whose products are available in Australia were eligible to enter, reflecting the truly global nature of the Australian design industry. 2008 marks 50 years of rewarding and promoting design excellence and innovation in Australia.

Of the 61 finalists, 18 were awarded Australian International Design Awards in recognition of design excellence and 43 received Australian International Design Marks in recognition of good design.

The Australian International Design Awards, a division of Standards Australia, is Australia’s only national product design awards program.

Further information: www.designawards.com.au

Media images for download: www.designawards.com.au/media_image.jsp Additional images of the Flaik and judging process are available on request.

Reciprocal links: If you wish to organise a reciprocal web link, please contact us below.

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