

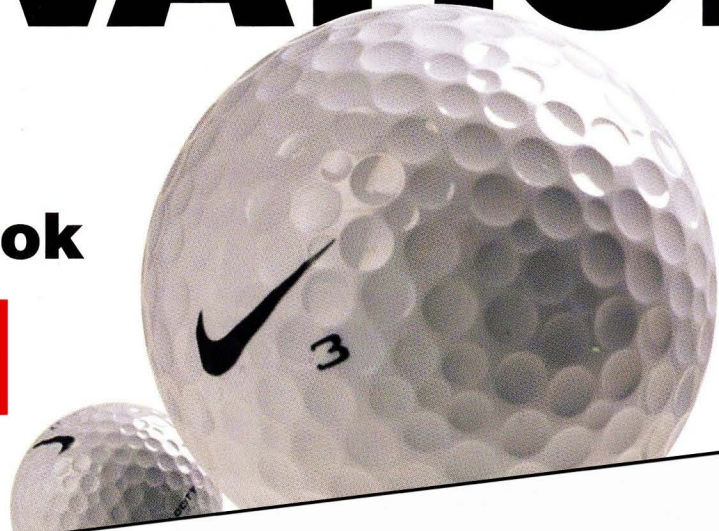


INNOVATION

Industrial Design Excellence Yearbook



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MEDICAL & SCIENTIFIC EQUIPMENT

11 GENOTROPIN PEN
Hans Hertz and Sofia Jacobsson of Ergonomics AB Sweden for Pfizer, Sweden • Children who need growth hormone injections can use this attractive device to administer doses themselves. It is the first such product that can be personalized with a charm or a target and is available in a variety of colors and patterns. The design also features an easily viewed display.



12 LIFELINE AED
Gintaras Vaisnys, Giovanni Meier, Glenn Laub and Matt Callan of Defibtech, LLC; Benny Chi of BSC Engineering; and Jim Sener, IDSA, Dave Mathieu and Chris Hageman of Ideaz; for Defibtech • This automated external defibrillator (AED), normally an intimidating medical device, is simple and attractive to first responders and non-medical personnel. The simple, two-button operation, aided by concise voice instructions, makes the unit intuitive to use.



been disabled or impaired. Mobile phone headsets inspired the unit's look. It also allows the user to change the unit's color and is one of the world's first rechargeable hearing aids.



Photo: Jacob Leih-Espersen **14 11**

Photo: Matt Laub **12**