

PRESSEMITTEILUNG

Gigaset keeps on winning awards for excellence: Shower of prizes for product innovations

Munich, June 12, 2014 – Numerous design awards in the past years are testimony to the fact that Gigaset has constantly led the way across sectors in this field. More than 20 products have captured the iF Awards, Red Dots, Good Design Awards and other prestigious prizes for design since 2010. The high quality of its products and design is also bearing fruit this year – Gigaset has picked up nine awards so far in 2014.

Gigaset remains true to its customary high standards. Design, finish, technology and user experience – all that is embodied in Gigaset's pledge of quality, which sets the bar for every new Gigaset product. The latest new products – the Gigaset C530 and Gigaset C430 – and the Gigaset Dune prove that the effort is worthwhile: All of them have captured the Plus X Award, and the innovative Gigaset Dune was even chosen as "Best Product of 2014" in the fixed-network telephony segment. Back in February of this year, the Gigaset A540 and Gigaset Maxwell won the Red Dot Design Awards. In addition, the Gigaset AS405, the Gigaset A415 and, yet again, the Gigaset Maxwell likewise picked up iF Product Design Awards.

Plus X Award for the Gigaset C430, Gigaset C530 and Gigaset Dune

The Plus X Award is bestowed on manufacturers whose products are leaders when it comes to quality. The Plus X Award seals of approval are awarded in seven different categories: Innovation, High Quality, Design, Ease of Use, Functionality, Ergonomics and Ecology. To win the award, a product must be high-quality, functional and have a cutting-edge design. It must offer one or more persuasive additional functions, i.e. meaningful innovations – the "Plus X" factors of genuine brand quality.

The three cordless phones Gigaset C430, Gigaset C530 and Gigaset Dune captured the Plus X Award in the categories High Quality, Design and Ease of Use. In making its choice, the jury put the key arguments in favor of the products in a nutshell. "Especially in the case of our new designer phone, the Gigaset Dune, the Plus X Award is testimony to how naturally an ambitious design statement blends in perfect harmony with utility, functionality

and high standard of quality,” is the conclusion of Peter Kolin and Hans-Henning Brabänder, the responsible design managers at Gigaset.

Red Dot Design Award for Gigaset A540 and Gigaset Maxwell

The Red Dot Design Award is one of the world's most prestigious design prizes and of international relevance for companies, since it denotes clearly outstanding quality of design. The entry-level model Gigaset A540 and the innovative business phone Gigaset Maxwell picked up the prestigious award for their unique product design in 2014. Gigaset thus demonstrates that design is not only a cornerstone of its philosophy for premium products such as the Gigaset Maxwell, but also in the entry-level segment. “The constantly successful design coupled with the high quality of the products means the Gigaset enjoys high acceptance in the market and among our customers,” conclude Kolin and Brabänder. In addition to the Red Dot Design Award, the iF product design award and Good Design Award were also bestowed on the Gigaset Maxwell in 2014. In giving their verdict, the independent juries singled out the product's modern design, strength of concept and particular innovativeness.

iF product design awards for the AS405 and A415

The iF product design award, which has been presented by iF International Forum Design GmbH since 1954 and so will celebrate its 60th anniversary this year, is an equally prominent and respected prize. In addition to the already mentioned Gigaset Maxwell, the Gigaset AS405 and A415 models were each able to win an award. Gigaset is thus continuing to assert its leading position in terms of design in the entry-level and convenience segment as well.

About the design of the Gigaset Dune

Gigaset is taking new approaches with the designer phone Gigaset Dune. The Dune is a beautiful phone for the home and impresses with both its functionality and elegance. The finely sculpted form, high-quality material design with a pearl white finish and upmarket details, such as the copper-colored navigation key, reveal a product with an exceptional character. Visual and haptic excellence blend perfectly with the Gigaset Dune's supreme functional concept. A modern user interface with sober colors and precise graphics support simple orientation in a balanced range of meaningful functions that leave nothing to be desired.

About the design of the C430

The Gigaset C430 cordless phone offers visible quality and functional clarity in a classical look. Lines and surfaces that are coordinated perfectly in formal and ergonomic terms, coupled with a clear arrangement of the operating elements, support extremely precise handling of the product – perfect for everyday use. The high-quality surface is achieved by means of a special film technique at Gigaset's factory in Germany.

About the design of the Gigaset C530

The Gigaset C530 is a classical cordless phone characterized by visible quality and functional clarity. Based on tried-and-tested technology and offering a performance tailored to optimized use, the Gigaset C530 is a phone for everyone – modern, easy-to-use and stylish.

About the design of the Gigaset A540

The Gigaset A540/540A is aimed at trend-conscious people who see the phone not just as an object for everyday use, but also as a stylish enrichment of their home. It is a functional and balanced product without any excess technical baggage. The design unites flowingly gentle and organic forms with velvety interfaces and exudes an extremely harmonious visual and haptic effect. Users can choose from four background colors for the display, meaning a dedicated color can be assigned to every caller. In conjunction with the large and precise keypad, the result is outstanding quality in use.

About the design of the AS405

The Gigaset AS405 is a likable product. It gives a young impression, without being playful, and offers the main functionality and ease of use. Its no-frills design language expresses the concept of an essential, yet consumer-friendly cordless phone, while a broad range of modern color combinations supports a friendly means of differentiating the product from the competition and opens the Gigaset brand up to a young and spontaneous target group.

About the design of the A415

The Gigaset A415 is an easy-to-use, solidly equipped and classically designed cordless phone. Its functional design language is the result of clear lines and surfaces and a visibly ergonomic form. Its timeless silver color in combination with black or white expresses the idea of an essential and universal product – the Gigaset A415 is a phone for everyone, young or old, technology fans or skeptics.

About the Gigaset Maxwell

The Gigaset Maxwell unites ideal connectivity and interactivity in a smart office phone – tailor-made for the demands of professional users. The 10.1” full HD touch screen and a brilliant audio system set new standards in the field of voice and video conferencing. Intelligent Gigaset apps support efficient controlling of powerful functions. The modular concept means the phone can be used from any location and offers intelligent cable management, ergonomic adaptability and exclusive material options: individual aesthetics in combination with a functional high-end solution.

Design awards captured by Gigaset in the past five years

Award	2009	2010	2011	2013	2014
iF product design awards	SL400/SL400A S790/S795 S810/S810A			C620/C620A	AS405/AS405A A415/A415A Maxwell
Red Dot Design Award	C590/C595 E490/E495 A580/A585	A400/A400A E500/E500A	A510/A510A L410 SL910/910A E310/E310A	E630/E630A	A540/A540A Maxwell
Good Design Award	SL400/SL400A S790/S795 E490/E495 DX600A isdn DX800A all in one				Maxwell
Design Award of the Federal Republic of Germany		C590/C595			
Successful Design		A180/A18H A280			
Plus X Award					C530/C530A C430/C430A Dune

Gigaset AG, Munich, is an internationally operating company in the area of communications technology. It is Europe's market leader in DECT telephones. The premium supplier is likewise the leader worldwide with around 1,400 employees and sales activities in around 70 countries. Under the name Gigaset pro, the company continues to develop and market innovative business telephony solutions for small and medium-sized enterprises. The company also operates in the smart home arena. Cutting-edge, cloud-based products and solutions for the smart home are developed and marketed under the name Gigaset elements.

Gigaset AG is listed on the Prime Standard of Deutsche Börse and is therefore subject to the highest requirements for transparency. Its shares are traded on the Frankfurt Stock Exchange under the symbol 'GGS' (ISIN: DE0005156004).

More information on Gigaset can be found at: <http://www.gigaset.com>

More information on Gigaset elements can be found at: <http://www.gigaset-elements.de>

Gigaset in the social web:



Gigaset elements in the social web:



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