



## Media release

### ANOTHER WIN FOR CRINIA IN THE US



Crinia has been awarded a prestigious International Design Excellence Award (IDEA). IDEA is hosted by the Industrial Designers Society of America, IDSA and Business Week USA.

This award attracts hundreds of entries from all over the world and across all sectors of the industry. Crinia's overall Silver Medal represents an outstanding achievement.

The AC-100's exceptional design, intelligent functionality and innovation ultimately captivated the jury. "With the rapid changes occurring in technology, commerce and society, it takes real leadership to define meaningful new products and services and deliver them to the market," said Jury Chair Chris Conley, IDSA. "Consumers expect new products and services to not only serve their needs, but to delight them. The IDEA winners represent the best of global product design and the best people and firms working to realise design's potential in everyday life."

"...a great blend of form and function. This is sure to set the trend within the next five years." Business Week USA.

More information on the IDEA awards can be found at <http://www.idsa.org/IDEA2008/index.html>

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For media enquiries, images, product for photography or quotes please contact

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