

Press release

f/p design achieves iF gold award

Munich, March 13, 2017 – 2D/3D X-ray unit Veraview X800, designed by f/p design for Morita, the Japanese manufacturer of medical-technical products, has received the iF gold award in the discipline "Product Design".

On Friday, March 10, 2017 more than 2,000 guests from over 30 countries celebrated the winners of the iF DESIGN AWARD 2017 at the BMW Welt in Munich. iF International Forum Design GmbH Hanover awards this internationally renowned prize for design every year, which recognizes outstanding design achievements. This year more than 70 award winners from all over the world received the coveted trophies in seven disciplines.

Among the prize-winners this year is f/p design, based in Germany and Japan. Their design of the dental X-ray system Veraview X800 for the Japanese medical-technical manufacturer J. MORITA MFG. CORP. achieved an iF gold award. The team from f/p design in Munich and Kyoto have previously won the coveted prize in 2012 for the design of the dental treatment chair Soaric for Morita.

The 2D/3D X-ray system Veraview X800, awarded this year, stands out with its elegant, clear and pioneering design. Both the formal architecture and the clear design structures convey user-friendliness and precision. The design represents the consistent implementation of Morita's company DNA.

With Veraview X800 the innovative company Morita now offers an X-ray system which, thanks to a series of new features, further reduces radiation exposure for patients. It provides CT, panoramic and cephalometric imaging in a compact unit and delivers extremely high-resolution images.

Additionally the alignment of the patient by the physician or radiologist can be carried out face-to-face. All necessary settings can be made intuitively on the tiltable graphical user interface and without moving away from the patient. The chinrest may be individually adjusted for patients of all sizes, including wheelchair users.

This year, f/p design is not only pleased about the iF Award in Gold for Morita, but also about the iF Design Awards for the design of the Pocket Pro TENS Unit and the electric toothbrush range HT B 313-315 for Omron as well as the faucet for HEWI.

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f/p design was founded in 2000 by Fritz Frenkler and Anette Ponholzer. Since then together with their teams in Germany and Japan they develop and create products and services in the fields of industrial design, user interface design, architectural design and communication design. In addition, f/p design advises prestigious companies regarding design strategy and corporate design. f/p design works for clients in Europe, Asia and North America.