

Press release

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Design award for Swiss UAV KOAX X-240 succeeds in red dot design award

With its outstanding and innovative design, the unmanned aerial vehicle (UAV) KOAX X-240 developed and produced by Swiss UAV managed to impress the jury of one of the most prestigious international design competitions. In the “red dot award: product design 2010” KOAX X-240 was awarded the “red dot” quality label for high design quality by the jury consisting of top-class experts. The festive awards presentation with more than 1,000 guests will take place in the Essen opera house, the Aalto-Theater, on 5 July 2010. In Essen, Germany, the 2010 European Capital of Culture, the product will then be presented in a four-week special exhibition at the red dot design museum on the premises of the Zollverein colliery.

KOAX X-240 is a small and compact UAV with vertical take off and landing capabilities, yet very capable. Its coaxial rotor system allows the system to unleash full helicopter capabilities on a compact footprint. The fuselage has been designed with easy handling in mind - the UAV can be stored in any bigger trunk and deployed by just one single person. The fuselage reflects stability due to its carbon composite construction. It offers openings to the modular mechanical and electrical components inside and allows easy maintenance and exchange.

“All products that have won an award in the red dot design award had to convince an international expert jury of their quality. The products stand out from the masses with their excellent design and innovative approaches and proved their quality in one of the toughest design competitions worldwide,” explains design expert Professor Dr. Peter Zec, initiator of the red dot design award. This year, designers and companies from 57 nations with a total of 4,252 products took part in the “red dot award: product design”.

The exhibition of the winning products in the red dot design museum

Together with the other award-winning products, **KOAX X-240** will be on display from 6 July to 1 August 2010 in the exhibition “Design on stage – winners red dot award: product design 2010” at the red dot design museum on the premises of the ‘Zeche Zollverein’ World Cultural Heritage Site in Essen. After that it will be presented in the red dot design museum’s permanent exhibition for at least one year. With approximately 1,500 products on more than 4,000 square metres, the red dot design museum houses the largest permanent exhibition of contemporary design worldwide.

The red dot design award

Today, the red dot design award, the origins of which go back to 1955, is the largest and most renowned design competition worldwide. It consists of the individual disciplines "red dot award: product design", "red dot award: communication design", and "red dot award: design concept". In 2009 the competition recorded about 12,000 entries from more than 60 nations.

About Swiss UAV

The swiss-based company develops and produces small and medium sized vertical take-off and landing unmanned aerial vehicles (VTOL UAVs). Early successes with the NEO and KOAX platforms have led to the development of fully redundant and autonomous systems specifically targeting mission critical applications both in the civil and military markets. Swiss UAV is in a partnership with Swedish Aerospace expert Saab AB and established itself as research and development hub for the VTOL UAV niche.

For further information please visit the following websites:
"www.swiss-uav.com" and "www.red-dot.de/press"

Press contact:

Mr. Philippe Niquille
Marketing and Public Relations
Swiss UAV
Phone: +41 (0)61 508 20 11
E-mail: philippe.niquille@swiss-uav.com
www.swiss-uav.com

or

Ms. Justine Otto
Press and Public Relations
red dot design award
Phone: +49 (0)201-30104-35
E-mail: otto@red-dot.de
www.red-dot.de

