

## Press release

March 20<sup>th</sup> 2010

### **Design experts honour NEO S-300 in the “red dot award: product design 2010”**

**In one of the most renowned international design competitions, the red dot design award, the NEO S-300 produced and developed by Swiss UAV has just received an honourable mention from the top-class expert jury. The design experts awarded honourable mentions to those products which distinguished themselves with particularly successful design details. 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.**

The unmanned helicopter NEO S-300 combines function with aerodynamic design. Its traditional tail and main rotor turbine powered propulsion is integrated into a fluent fuselage. There is a payload area within its nose giving room for various camera, laser or radar systems. The hull is divided into several lids, which can be removed. They give access to the modular electronics and mechanical components allowing easy maintenance and exchange. The outer NEO shell is made out of carbon composite materials and is also the structural component of the helicopter itself. The integrated and modular system concept allows synthesis of design and function.

“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 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"

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