

## Media Release

Schaan, Liechtenstein – 16 May 2012

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# Bluephase Style honoured with two design awards

**Ivoclar Vivadent has received two internationally renowned design awards for its Bluephase Style LED curing light: the “red dot design award” and the “iF product design award”.**

The product’s well-rounded combination of design, ergonomics and function thoroughly impressed the jury: The high-performance LED curing light Bluephase Style can be held either like a gun or a pen and comfortably fits the hands of both men and women. Thanks to the curing light’s ergonomic design, its weight is evenly distributed. Furthermore, the product is light and thus reduces the strain exerted on the hands and arms of users.

### **Intuitive operation**

The intuitive two-button operation of the light is a feature that was specifically commended by the jury. This product runs either on a battery or on mains power, and its charging base with battery charge indicator enables contactless inductive charging of the battery. For improved and hygienic cleaning, the curing light and the charging base have been designed without any seams.

### **Design awards**

The “red dot design award” is one of the world’s most important design awards, given in 19 different categories. A total of 4,515 products from 58 countries entered this year’s competition. Presented in 16 different categories, the “iF product design award” is also highly prestigious. Approximately 3,000 products from 50 countries were entered in this year’s competition.

Bluephase® is a registered trademark of Ivoclar Vivadent AG.

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Captions:

*(Bluephase Style.jpg)*

Fig. 1: The Bluephase Style LED curing light from Ivoclar Vivadent has received a “red dot design award” and an “iF product design award”.

*(iF product design award 2012.jpg)*

Fig. 2: iF product design award 2012

*(red dot design award winner 2012.jpg)*

Fig. 3: red dot design award winner 2012

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