

Press Release

Design prize for the new bluephase

«Honourable mention» for the bluephase high-performance LED curing light at the red dot design award.

Schaan, 31 July 2008 – **For the second time, Ivoclar Vivadent wins an award with the bluephase high-performance LED curing light at the red dot design award 2008. In the category «product design 2008», the bluephase receives an «honourable mention».**

Since the launch in 2004, Ivoclar Vivadent has already received two awards with the bluephase high-performance LED curing light at the red dot design award. The first generation of the light won in the category «product design 2004» in 2004. This year, the second generation was awarded an «honourable mention» in the category «product design 2008».

Detail solutions honoured for the first time

For the first time this year, the high-calibre jury acknowledged products that are distinguished for their particularly inspired detail solutions with an «honourable mention». The bluephase LED curing light convinced the jury with its functionality. The light is cordless and is equipped with an invisibly integrated fan. Moreover, it permits easy switch between battery-powered and corded use by means of «Click & Cure». bluephase also won over the jury with its design. Curing light and base station do not demonstrate any sharp angles or edges. Beautifully curved lines hint at a gun shape. Finally, the jury was impressed with the ergonomics of the curing light. It is extremely convenient to handle due to its gun shape. Its weight is evenly distributed, which allows for non-tiring use of the light.

Prestigious design competition

«We are happy that bluephase stands out from the wealth of submitted products. The high status of the honourable mention strengthens our resolve to keep focusing on design and ergonomics» says Reinhard Goerge, Product Management Equipment. This year, the jury appraised more than 3,200 products from 51 countries. The red dot design award

is an internationally renowned design competition. Its award, the red dot, is considered a hallmark of quality for excellent design among experts.

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Captions of pictures:

(bluephase.jpg)

Fig. 1: The new bluephase combines design and functionality

(red dot design award 2008.jpg)

Fig. 2: «honourable mention»: a prestigious award

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