

DOCUMENT NAME: **IF_DESIGN_AWARD**

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TITLE: **IF DESIGN AWARD FOR THE SMILE MONITOR: A NEW RECOGNITION TO GREAT DESIGN**

The International Forum of Design has awarded its prestigious “IF Label” to the SMILE Fermax monitor, placing it among the products with the best design of the past year. The German institution which awards this distinction has been more than six decades promoting the use of good design making its selection among thousands of candidates during each edition. This important recognition is added to the “Delta Selection” which the SMILE monitor already received last summer.

In this 2014 edition, the prestigious International Forum of Design with its headquarters in Hannover has received a list of more than **4.500 candidates from 55 different countries** for its awards considered as the “Design Oscars”. More than 4.500 products from companies of all around the world and from many different sectors that have applied to demonstrate the seriousness of their proposal having design as the distinguishing element and as a competitiveness booster. From all of them, a representative group of each sector has received **the IF seal which recognizes good design**, that is to say, the aesthetic values, creativity or even the audacity joined together with the optimization of the manufactured product.



smile

by FERMAX

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The integration of SMILE among the award-winners implies that the Fermax monitor will be able to use the logo granted by the organization (IF label) to show the quality of its design and that **will enjoy of a great international visibility**, since the product will be displayed in the annual exhibition in Hamburg and obviously in the book that IF edits every year with the best designs worldwide.

The SMILE monitor that received a few months ago the “**Delta Selection**” label of the ADI-FAD organization from Barcelona (in an international competition as well), demonstrates that **simplicity and elegance can live together with technological sophistication**. A white and extra slim terminal with a colour TFT screen and a simplified keypad. Among its surprising proposals, we can find its invisible keypad which only appears when required and its user friendly interface which allows programming the equipment in an intuitive and simple manner.

As most of the Fermax products, SMILE is a project **designed by Ramon Benedito**. This designer from Barcelona who received in 1992 the National Design Awards, has lived an extensive and successful collaboration with the veteran video door entry company until becoming in Fermax Worldwide Design Partner.

More information at www.fermax.com