

Meiden Receives iF Design Award 2015 for Controller for Dynamometer System

Meidensha Corporation (“Meiden”) (President & CEO: Yuji Hamasaki) received the iF Design Award 2015, a German design award, for its controller for dynamometer system. Established in 1953, iF Design Award is one of the most prestigious international design awards, which has been recognizing the most outstanding designs for industrial products around the world over the past 60 years.

The product which received the award is an operation unit for automotive testing system that assesses various performances such as durability, fuel-efficiency, noise and exhaust at automobile manufacturers and research institutes.

Upon development of the product, Meiden pursued comfort in operability to improve test accuracy and work efficiency. Detachable operation dials can be arranged freely, reducing the operator’s physical burden. The ring-shaped glowing indicators clearly display operation magnification and lock status of each dial, allowing intuitive and accurate operation.

Taking advantage of this award, Meiden will further strive to improve the quality of automotive testing systems.



■Meidensha Corporation’s automotive testing device website

<http://automotive.meidensha.co.jp/index.html>

iF Design Award

iF Design Award is an international design award hosted by IF International Forum Design of Germany.

The award consists of the five categories of product, packaging, communication, interior/architecture and professional concept and excellent designs are selected every year from numbers of entries from around the world. This year, there were about 5,000 entries from 53 countries around the world and 1,624 entries across all categories received the award. In the product category, the quality of the entries is evaluated comprehensively from various screening standards such as functionality, safety, innovativeness, ease of use and environmental impact.

■iF Design Award Online Exhibition

http://exhibition.ifdesign.de/index_en