

Design award for ExamVision 'The Perfect Loupe' succeeds in red dot design award



reddot design award
winner 2010

With its outstanding and innovative design, the ExamVision HD TTL 2.3x loupe impressed the jury in one of the world's most prestigious international design competitions. In the **RED DOT AWARD: PRODUCT DESIGN 2010** category, the HD TTL 2.3x was **awarded the "red dot" quality label for high quality design** by an expert jury.

ExamVision has designed the HD TTL 2.3x to be an extremely light, balanced and comfortable loupe, delivering outstanding optical properties, without compromise. The Danish design is complemented by premium materials: German optics and a perfectly engineered titanium frame. Following a specialised consultation, each loupe is custom-made in Denmark, and delivered to professionals within medicine, dentistry and industry in more than 15 countries.

See www.exam-vision.com for more product information and to find your nearest dealer.

This year, designers and companies from 57 nations with a total of 4,252 products took part in the red dot award: product design. Of these, only 830 products were awarded the coveted red dot.

Press contact ExamVision

Tamsin Fabricius
Marketing Coordinator
ExamVision Denmark
T: +45 87 92 12 10
E: marketing@exam-vision.com

Press contact red dot design award

Ms. Justine Otto
Press and Public Relations
red dot design award
T: +49 (0)201-30104-35
E: otto@red-dot.de

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.

"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.

For further information please visit the following website:

["www.red-dot.de/press"](http://www.red-dot.de/press)