



reddot award 2014
winner



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PRESS RELEASE

SGW Global wins top design award for their impossibly thin Motorola IT.6 cordless home phone

SGW Global is proud to be a winner of the coveted international design award – the Red Dot Award for Product Design 2014.

Based in China, SGW Global is one of the world leaders in the Home Communications industry. Together with their London based design partner, Curventa, and the Motorola design team in the USA, the IT.6 was a culmination of a desire to design the ultimate home phone for SGW's Motorola portfolio of home cordless phones. Measuring at just 6mm it is the world's thinnest ever home cordless phone, and is fast becoming the hottest phone on the market today!

The IT.6 builds upon Motorola's heritage of phones that combine beautiful design with the latest technology. From the sleek aluminium frame to a handset that appears to float in a block of glass, every detail has been crafted and engineered to give a premium experience. By working with Motorola, SGW combine their product development, manufacturing, distribution and channel leadership with their wireless and communication expertise, design innovation, quality standards and premium brand to deliver products to the market place.

Malcolm Paton, Executive Director of SGW Global, which manufactures and distributes the new phone, is thrilled to win the award: "We aimed to create the world's thinnest home phone by focusing our efforts on pushing the boundaries both inside and out. Our creative engineering and Curventa's exceptional design skills helped inspire the precision crafting and use of innovative materials. The IT.6 is an object of true beauty - not only to look at but to hold and use," he says. The IT.6 combines Bluetooth® Wireless Technology delivering mobile connectivity with your mobile so all calls and contacts are always in sync with the IT.6 handset. With the USB connector on the IT.6 base you can also charge your mobile.

Ian Murison, Director of Curventa, is delighted to have won the award: "The Red Dot Awards are the most prestigious in the design world, so to have won the Product Design category against incredibly stiff opposition is a dream come true for us," he says. "It is testament to the skills of the whole Curventa team, who put an enormous amount of work into designing something that we believe is the best-looking home cordless phone on the market and one that is going to have a huge impact."

SGW Global and Curventa will receive the award at a glittering ceremony at the Red Dot Design Museum in Essen, Germany, which will be attended by 1200 guests from around the world. The Red Dot Product Design Award, which has been awarded since 1954, is only bestowed on the very best designs on the market and the IT.6 underwent a rigorous judging process conducted by a panel of 40 experts. The phone was competing against nearly 5000 other products from across the world.

VISUAL 1



VISUAL 2



VISUAL 3



VISUAL 4



NOTES

SGW Global is the exclusive designer, developer and manufacturer of the Motorola brand for cordless and corded landline telephones in Europe, Russia, the Middle East, Africa, Asia and Australasia.

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Curventa works across a wide spectrum of industries to develop elegant disruptive product and brand experiences. Every two seconds someone in the world is using a product designed by Curventa.

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