

BusinessWeek



HOW
WALL STREET
**ATE THE
ECONOMY**
...AND WHAT
HAPPENS
NOW 022



THE COLLEGE
CREDIT-CARD
HUSTLE 038

IDEA: Design Award Winners, 2008

DATA AND IMAGES PROVIDED BY IDSA

Motorola Sparrow**Bronze**

Communication Tools - Concepts

Client: Motorola (U.S.)

Design: Aruliden (U.S.)

The Sparrow was conceived to provide the retail industry with a mobile point of sale (POS) device to solve the increased service demands of consumers while decentralizing the check-out point on the sales floor. It combines a scanner, POS system, RFID, communication and credit card reading capabilities in one mobile device.

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PT3 Ultramagnetic Collection**Bronze**

Leisure & Recreation

Client: Puma (U.S.)

Design: Aruliden (U.S.)

The Puma PT3 ping pong and ball case is a simple solution to protecting and carrying core ping pong equipment: the paddle and balls. No zippers, buttons or hard to close mechanisms here; just simple, magnetic closures that afford users easy access to their ping pong equipment at play time. The beautiful case doubles as the packaging, making environmentally-unfriendly paper and plastic wrappers unnecessary. The Puma PT3 has transformed the way ping pong loyalists use their equipment.

TOP WINNERS FOR 2008

DESIGN FIRMS

AWARDS

	GOLD	SILVER	BRONZE	TOTAL
IDEO	1	4	2	7
fuseproject	2	2	1	5
Whipsaw	1	3		4
ZIBA	1		3	4
Ergonomidesign	1	1	1	3
Rockwell Group	2	1		3
Tools Design	1		2	3
Antenna Design N.Y.		2		2
aruliden			2	2
Carbon Design Group			2	2
Continuum		1	1	2
Hoberman Associates		1	1	2
ID + IM Design Lab		2		2
Modo		1	1	2
RKS Design		1	1	2
Scott Henderson		1	1	2

Data: Industrial Designers Society of America