



## **For Immediate Release**

### **MIMOS INDUSTRIAL DESIGNERS BAG RED DOT DESIGN AWARD**

*The world's most prestigious award is a first for MIMOS and any other organization in Malaysia*

**Kuala Lumpur, 26 November 2010** – MIMOS, the premier applied research centre in frontier technologies, has been named the winner of the Red Dot Design Award 2010 in the Design Concept Category.

The award, a first for MIMOS and any other organization in Malaysia, which was conferred to four of MIMOS' award winning industrial designers at the Red Dot Design Award Ceremony in Singapore yesterday, recognized MIMOS for its WristPC design concept.

The winning concepts of the Red Dot Award: Design Concept serves as barometer of the future, a preview of products to come. The Red Dot Design Concept provides an indication of future trends, innovations and designs and affirms today's leaders in the field of design and identifies emerging talents and companies.

The 'red dot' is the most sought-after mark of quality for excellent design and trendsetters and is the most respected by experts in the field internationally.

"We are indeed very proud that MIMOS is the first and only Malaysian recipient of this prestigious award. The award further underscores MIMOS as the national premier applied research centre in frontier technologies," said MIMOS President & Chief Executive, Dato' Abdul Wahab Abdullah.

The Red Dot Design Award is the largest design competition in the world with more than 13,000 entries from over 60 countries this year. The award-winning products are put before an international public in the red dot design museum in Singapore established in November 2005

as an exclusive exhibition venue for Red Dot Design Award winners. It provides important orientation to businesses, design professionals, and consumers on what or who has the best design.

### **MIMOS Wrist PC**

MIMOS Wrist PC was designed by MIMOS' Industrial Design Team namely Saharudin Busri, Mohd Nizam Najmuddin, Nuzairi Yasin and Mohd Rohaizam Tahar.

"It is essentially an ultra mobile personal computer and communications device concept that can handle all requirements of any type of user 24x7. Its portability and ground breaking architecture makes it an ideal wearable wrist device for staying connected to the Internet whenever and wherever," said MIMOS' Industrial Design Head, Saharudin Busri.

"Everything we design at MIMOS is designed using the Form Follows Function & Emotion formula aimed at creating innovative and creative product designs that meet users' and market requirements and expectations," added Shaharudin.

The WristPC concept features a fully functional 3.5" touch-screen display and a keypad on one side of the wristband. The display panel can be positioned at various angles so that the screen is facing the user comfortably while using the device for texting or Global Positioning System (GPS).

The wristband keypad can be flipped and placed on the table top for the convenience of two hands operation.

The wireless earpiece can be detached from the wristband making it ideal for video or conference calls, listening to music or watching video while on the move. The WristPC is also suitable for gamers. The gaming buttons are positioned at the bottom corners of the device for ultimate gaming experience while the wristband rubber-feel material provides a comfortable grip for gamers.

– End –

### **Note-to-Editor**

*MIMOS is known as MIMOS and not Malaysian Institute of Microelectronic Systems.*

### **About MIMOS**

MIMOS is the premier applied research centre in frontier technologies aimed at growing globally competitive indigenous industries. MIMOS pursues exploratory and industry-driven applied research

through multi-stakeholder smart partnerships with local and international universities, research institutes and industries and the Malaysia Government with a focus on frontier technologies. MIMOS' applied research / technology areas are refined into six (6) technology clusters - Knowledge Grid, Knowledge Technology, Information Security, Wireless Communications, MEMS, and Advanced Informatics.

MIMOS' focus is on driving globally recognized Centres of Excellence to promote and license MIMOS technologies or IPs to qualified indigenous ICT companies to strengthen their abilities to compete globally and move Malaysian ICT industry higher up the value chain.

MIMOS is the recipient of two (2) National Intellectual Property Award 2009 under the 'Trademark' and 'Industrial Design Award' categories and three (3) Malaysia Good Design Mark Awards 2008 under the 'Media and Home Electronics' category. The organisation also won the Asia HRD Congress 2008 Award under the 'Contribution to the Organisation' category for outstanding contribution to the field of Human Resource Development and the Frost & Sullivan's Growth Excellence Award 2007 for Industry Innovation & Advancement (Precision Agriculture) for its application and development of Micro Electro Mechanical System (MEMS) in the field of precision agriculture.

###

#### **Media Contacts**

**Tina Suryani Melan**

MIMOS Berhad

+60.3.8995.5246 / +60.12.3401108

[tina.suryani@mimos.my](mailto:tina.suryani@mimos.my)

**Adura Kamarul Zaman / Ferina Manecksha**

Hill and Knowlton for MIMOS

+60.32026.0899/+60.19.253.5731 / +60.12.329.2558

[adura.kamarulzaman@hillandknowlton.com.my](mailto:adura.kamarulzaman@hillandknowlton.com.my)

[ferina.manecksha@hillandknowlton.com.my](mailto:ferina.manecksha@hillandknowlton.com.my)