

## International design prize awarded to Evoko Room Manager.

*The close relationship between design and function has once again been demonstrated. The Evoko Room Manager – the booking system with touch-sensitive screens outside the meeting rooms that helps companies to use rooms to the full – has been awarded the iF product design award for 2011. This prestigious award now entitles Evoko to use the iF logo as a guarantee of quality.*

“When you consider the 12 parameters that must be spot on in order to win the prize, it becomes clear that the award is an early and major recognition for a product that has only been on the market for just over a year”, says Daniel Assarson, Sales & Marketing Manager at Evoko Unlimited AB.

### **Design sells like never before.**

The iF product design award is the award is bestowed following a competition that has been held in Hanover, Germany, for more than 50 years. The award of such a prize is considered to give a considerable competitive advantage in a period when design is gaining evermore importance. The evaluation criteria used in addition to design quality are finish, choice of materials, degree of innovation, environmental impact, functionality, ergonomics, visualization of intended use, safety, brand value, branding and universal design.

### **A jury of entrepreneurial global high flyers.**

Jury members include representatives for internationally leading design companies such as Fritz Frenkler from f/p design, Munich, Germany and Arni Aromaa from Pentagon Design Ltd., Helsinki, Finland. Major manufacturing companies such as Nissan and Volkswagen are also represented.

The Evoko Room Manager has been launched as the hassle-free system for booking meeting rooms. The booking status of a meeting room is made clear on a touch-sensitive screen outside the room, while actions such as extending and cancelling a meeting are made easy. Bookings are made as usual using Outlook, and it is also possible to book spontaneous meetings directly on the touch-sensitive screen.

### **Two newsworthy items.**

It is possible to increase the degree of room use even further by activating a function (Confirm) that automatically releases the room and allows it to be booked by others if the meeting is not confirmed within a certain period after the planned starting time.

“The ‘Confirm’ function, which prevents a room standing empty simply because someone forgot to cancel a booking, was our first newsworthy item for 2011. The success of our emphasis on



good design provides energy and spurs us on to continue developing the functionality and distinctive nature of the Evoko Room Manager”, concludes Daniel Assarson.

### **For more information, contact:**

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