

# **| PRESS RELEASE**

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## **ABUS Wi-Fi Battery Cam wins Red Dot for outstanding design quality**

**AFFING – 7 May 2019 – The Red Dot Jury has made its decision: The ABUS Wi-Fi Battery Cam emerged victorious from the Red Dot Award: Product Design 2020 and won a Red Dot for its good design quality. This means that ABUS is one of the winners in the world's most renowned design competition.**

### **Form follows function**

The ABUS Wi-Fi Battery Cam is a modern interpretation of a surveillance camera that combines exceptional minimalist design with innovative functionality and great ease of use in line with the principle "form follows function". The oval shape of the camera, which is also referred to as a landscape design, is not just visually state of the art but also allows the camera to be easily installed under the eaves at great heights. The camera has an intercom functionality and its loudspeaker is mostly located on the lower edge of the housing, meaning it is optimally aligned with the surveillance area, and it is also extremely eye-catching with its fluted design. The completely wireless ABUS Wi-Fi Battery Cam also delivers outstanding technical qualities: The weatherproof Wi-Fi Battery Cam (protection class IP65) from the security experts at ABUS features a high-quality Sony chip with a low-light function that provides clear colour pictures day and night, and a rechargeable battery capable of up to 13 months of operation. Because of the base station, which optimizes the reception range to the router, the user is free to choose whether to install, either indoors or outdoors.

"The camera impresses on the one hand with its restrained and contemporary

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### **About ABUS Security Center**

ABUS Security Center is a manufacturer of innovative alarm systems, video surveillance systems and access control systems. As a member of the ABUS Group, the company specialises in industry-specific security requirements as well as the needs of private users. Its focus is on developing comprehensive and highly user-friendly security products, fusing mechanical components, alarms, access control and video surveillance to produce complete security solutions. While its main market is Europe, the company is also represented worldwide. ABUS won the "Most Innovative Brand 2017" Plus X Award in the "Electrical and Media Technology" category.

design language, and on the other hand with its design-related, intuitive functionality. Thanks to its clear design, it can be easily inserted into both existing as well as new interior projects”, says Simon Busse, Managing Director of Design Studio DIPOL, with whom ABUS collaborated on this product.

### **Detailed evaluation of the products entered**

The Red Dot Award: Product Design offers designers and manufacturers from all over the world a platform for assessing their products. In 2020, designers and companies from 60 countries entered more than 6,500 products in the competition. The international jury comprises experienced experts from different disciplines and has been convening for around 65 years in order to select the year's best designs. The adjudication process lasts several days and is based on two essential criteria: The jurors test all of the entries in order to assess not just the aesthetic but also the materials selected, the level of craftsmanship, the surface structure, ergonomics and functionality. After intensive discussions, they make a decision on the design quality of the products. True to the motto “In search of good design and innovation”, only the best designs receive an award.

### **ABUS Wi-Fi Battery Cam in exhibitions, online and in the yearbook**

On 22 June 2020, the ABUS Wi-Fi Battery Cam will be added to the exhibition “Design on Stage” in the Red Dot Design Museum Essen, where all of the award-winning products will be on show. The museum will thus be a hot spot for best-in-class industrial design. From that date, the winning product from ABUS will also be presented in the online exhibition on the Red Dot website. The Red Dot Design Yearbook 2020/2021 comes out in July 2020.

More information about the product is available at [www.abus.com](http://www.abus.com)

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