

AQSystem a winner in the Red Dot Award 2014: AQ510 is awarded for high design quality

AQSystem convinced the 40-member expert panel for the Red Dot Award: Product Design 2014 with the high design quality of its product AQ510. In the current competition, the international experts discussed and evaluated 4,815 entries from 53 countries. The Wind Measuring Instrument by AQSystem was successful and received the coveted Red Dot quality seal.

On 7 July 2014, the highlight of the internationally renowned product competition will be celebrated in Essen, Germany: roughly 1.200 guests from around the world gather in Essen in order to experience the awards ceremony.

Accurate wind measurement

Upon establishment of new wind farms the requirement of accurate wind measurements and calculations from users, funders and turbine manufacturers is increasing. The AQ510 is based on remote sensing technology that provides a better understanding and forecast of wind resources related to wind turbines. Measuring wind speed, direction and turbulence every five meters apart from 40 to 200 meters in height using sound, the high vertical resolution can be used for detailed investigations of the wind conditions in order to justify the construction of wind power. The internal design is based on three powerful fixed horns mounted upside-down on a moulded aluminium platform. The product AQ510 is a further development of the product AQ500 sold to the global wind industry market.

Industrial design challenge

In order to expose and justify the precise technology of AQSystems, the industrial design needed to be functional in a clear and obvious way. As the AQ510 is a precise measuring device, priority was to allow the best possible measuring and usability. AQ510 was divided in clear segments representing the actual measuring device and it's technology carrier. Touch points like handles and adjustment points were added and highlighted with clear orange, improving the understanding and usage. AQ510 often operates in remote and harsh environments, hence the modular concept allowing a flexible all terrain usage. The design concept was developed in close cooperation with the Scandinavian Design Innovation company No Picnic.

The Red Dot Design Award

With the Red Dot Design Award, the Design Zentrum Nordrhein Westfalen created an internationally renowned product competition. Its prize, the Red Dot, has established itself worldwide as one of the most sought-after quality marks for excellent design. The Design Zentrum Nordrhein Westfalen displays the award-winning products in the Red Dot Design Museum Essen for at least one year.



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reddot award 2014
winner

