

Fujitsu General Receives the Prestigious, Globally Recognized Red Dot Award

Its wired remote controller for air conditioners marks the third win of a prominent design award

Fujitsu General's wired remote controller for air conditioners marketed overseas has won the Red Dot Award 2024*¹ — one of the three major international design awards. This win marks the third time that this product has been recognized by eminent design awards, following the Good Design Award 2022 in Japan, and IDEA 2023.*² Fujitsu General has won the Red Dot Design Award for six consecutive years, since 2019.

This wired remote controller for air conditioners, designed for offices, hotels and homes overseas, mainly in the North American and European markets, has been favorably received. Designed following studies into preferences for interior design and air conditioning operation overseas, attention was given to not only its functionality as a remote controller, but also its appearance when not in use. The design of the new product, which combines simple, easy-to-use operation like a smartphone with an elegant interior appearance, will provide new value to customers' lives.

As the focus of product value shifts from the consumption of tangible goods to intangible goods, Fujitsu General strives to provide customers with experiences such as comfort and excitement that can be obtained through using our products and services. Based on such efforts, this product was able to receive considerable praise across three regions (Japan, North America, and Europe) with differing design ideals and air conditioning preferences. Fujitsu General is honored to have received this award and will continue to work hard to provide new experiences for our customers.

Appraisal from the Red Dot Design Award 2024 jury

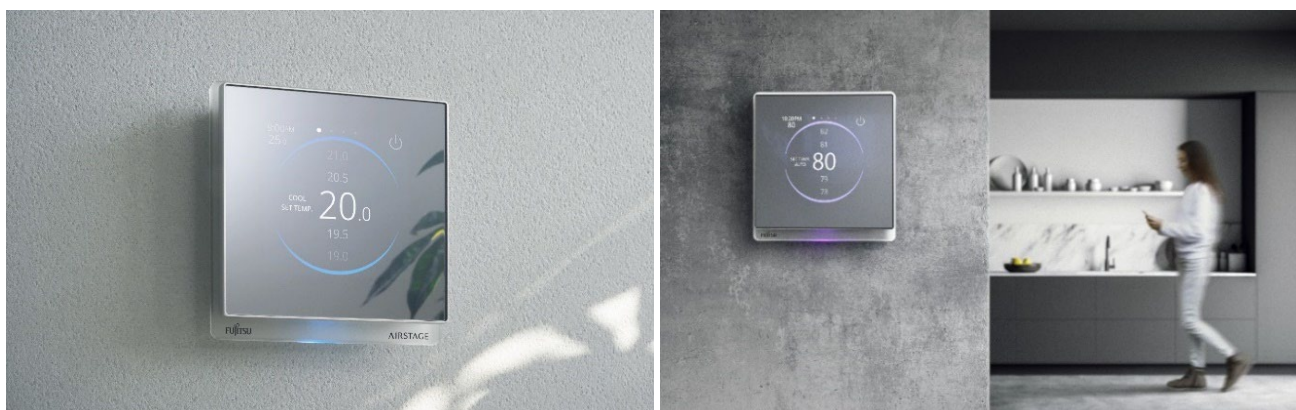
The Wired Remote Controller combined understated elegance with compelling functionality and blends into any living environment.



reddot winner 2024

Key Design Elements of the Wired Remote Controller for Air Conditioners

1. Minimalist form with a mirror motif that harmonizes with the interior
2. Touch and swipe operation reminiscent of smartphone operation paired with an elegantly simple display for an intuitive experience
3. Universal design and updatable software specifications allow for continuous value proposal



Related information

Official Red Dot Award website
<https://www.red-dot.org/>

*1 Sponsored by German design institute Design Zentrum Nordrhein Westfalen.

*2 Good Design Award 2022: Winner <https://www.fujitsu-general.com/shared/jp/pdf-fcjp-news-22-Y08-27-02.pdf> (Japanese only)

IDEA 2023: Finalist <https://www.fujitsu-general.com/shared/pdf-fcgl-news-23-Y04-22-03.pdf>

Contact details

For media inquiries, please fill in the form provided at <https://www.fujitsu-general.com/global/contact/press.html>