



### **Right on the dot: LINKASE is successful in the “red dot award: product design 2013”!**

**Taipei, Taiwan (March 12, 2013)**—The red dot is one of the world’s most sought-after design prizes. In an evaluation process lasting several days, each one of the 4,662 product creations submitted was tested, discussed and evaluated in detail, live and on site, by renowned experts. [LINKASE](#) from [Absolute Technology](#) scored highly: LINKASE was awarded an “honourable mention” by the 37-member red dot jury for its particularly well-executed detail solution.

More than 1,200 guests from the world of design, industry, society and media will celebrate the winners of the “red dot award: product design” at the red dot gala on 1 July 2013, which traditionally takes place in Essen’s opera house, the impressive Aalto Theater. LINKASE will then be put on display during a four-week special exhibition in the red dot design museum.

LINKASE was developed and designed by Absolute Technology, a company committed to providing solutions to enhance users’ everyday mobile device experience. LINKASE’s Wi-Fi boosting power is fueled by EMW (electromagnetic waveguide), an advanced, signal-enhancing technology that functions through the protective case’s proprietary sliding antenna. LINKASE harnesses the signal of the iPhone 5’s built in antenna and dramatically enhances performance, improving a user’s Wi-Fi signal by up to 50 percent and providing faster Web browsing, upload and download speeds. The device retails for \$49.95 and is available in Coal Black, Ash Gray, Frost White, Chili Red and Antarctic Blue, each with an extra EMW element in a complementary color.

“We are honored that LINKASE has been recognized by the red dot jury,” said Alan Teng, general manager, Absolute Technology. “Our goal is to design products that not only enhance users’ day-to-day lives, but that add to the design and aesthetic of their must-have mobile devices as well.”

Prof. Dr. Peter Zec, initiator and CEO of the red dot, has pointed out that strong design competence and economic success nowadays go hand in hand: “The winners of the ‘red dot award: product design 2013’ are the protagonists of a highly developed design culture and design industry. These days it is becoming more and more difficult to distinguish between well-designed products. It is often only in the details that the special qualities become apparent. However, those product creations that pass the test before the critical eyes of the international red dot jury will not disappear into the crowd and will be able to fend off global competition.”

#### **The winning products in the red dot design museum**

With around 2,000 products spread over an area of more than 4,000 squaremeters, the red dot design museum houses the largest exhibition of contemporary design worldwide. From 2 to 28 July 2013, the museum will host the traditional special exhibition of the award-winning products. In “Design on stage – winners red dot award: product design 2013”, design enthusiasts can marvel at the latest trends at close quarters. Visitors are expressly invited to handle the pieces, allowing them to experience live in the breathtaking atmosphere of the red dot design museum the prize-winning design of LINKASE from Absolute Technology.

## **The red dot design award**

With the red dot design award, the Design Zentrum Nordrhein Westfalen created one of the most internationally acclaimed competitions. The prize, the “red dot”, has established itself internationally 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 for at least one year.

In order to appraise the diversity in the field of design in a professional manner, the red dot design award breaks down into different disciplines: the “red dot award: product design”, “red dot award: communication design” and “red dot award: design concept”.

Further information is available at: [www.red-dot.de/press](http://www.red-dot.de/press)

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