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SQUITO THROWABLE CAMERA WINS GERMAN DESIGN AWARD 2015 SPECIAL MENTION

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(Boston, MA, USA — October 29, 2014) Serveball's Squito throwable panoramic camera has won a German Design Award 2015 Special Mention for Product Design Excellence in the category of Computers and Entertainment. The German Design Award is awarded by the German Design Council, a foundation established in 1953 by the German Bundestag (lower house of parliament). German Design Council members, experts across disciplines including product design, are tasked with identifying and spotlighting unique design trends.

"We're honored that Squito's conceptual design has been recognized as a recipient of a German Design Award 2015 Special Mention," stated Steve Hollinger, President of Serveball and inventor of the throwable panoramic camera. "A nomination by the German Design Council itself is an achievement."

Only products recommended by members of the German Design Award screening committee are eligible for nomination. The Squito throwable panoramic camera was jury-selected for a German Design Award Special Mention from 2,250 nominated products sourced from around the world. The award ceremony will be held on February 13, 2015 in Frankfurt, Germany.

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Background, German Design Council

The German Design Council was established as a foundation in 1953 by decree of the German Federal Parliament at the initiative of the German Parliament. It supports the business world in all aspects of design and is one of the world's leading centers of expertise on design. The German Design Council repeatedly champions good design through its competitions, exhibitions, conferences, seminars and publications.

Jury Background, German Design Award 2015

The jury of the German Design Award 2015 consists of design experts from different fields. These stem from business, education and science as well as the design industry and are recognised authorities in their specific fields of expertise.

Jury Members, German Design Award 2015

- Johannes Barckmann; Head of DESIGNSTUDIO, EDAG GmbH & Co. KGaA
- Michel Casertano; Associate, Atelier BRÜCKNER GmbH
- Barbara Friedrich; Editor-in-chief, A&W Architektur&Wohnen
- Oliver Mühr; Managing Director, PLEXGROUP
- Lukas Cottrell; Executive Director, Landor Associates GmbH
- Prof. Oliver Grabes; Head of Design, Braun GmbH; Professor for Industrial Design, Bergische Universität Wuppertal
- Jens Grefen; Creative Director, Interbrand GmbH
- Nicole Huffer; Head of MarketingCommunications, SimonsVoss Technologies AG
- Ruwen Kaminski; Head of Corporate Design, Festo AG & Co. KG
- Dr. Louise Kiesling; Head of Interior and Product Design, COOP HIMMELB(L)AU
- Jun.-Prof. Dr.-Ing. Jens Krzywinski; TU Dresden
- David Kuntzsch; Head of Marketing, ERCO GmbH
- Catriona MacNab; Chief Creative Officer, WGSN Worth Global Style Network Limited
- Nicolette Naumann; Devision Manager Ambiente/Tendance, Messe Frankfurt GmbH
- Prof. Peter Naumann; Managing Director, naumann-design, Head of Design Department, Hochschule München
- Kathryn O'Brien; Global Head of Design Direction, adidas AG
- Silvia Olp; Head of Communications, Phoenix Design GmbH & Co. KG
- Burkhard Remmers; Head of International Communications, Wilkhahn Wilkening + Hahne GmbH + Co. KG

- Prof. Mike Richter; Founder, iconmobile group; Dean Design Department, Hochschule, Darmstadt
- Christian Rummel; Deputy Global Head of Brand Communications & Corporate Citizenship, Deutsche Bank AG
- Prof. Anette Scholz; Professor for Design digital Products, Burg Giebichenstein Kunsthochschule Halle
- Hartmut Schürg; Chief Brand & Design Officer, RECARO Holding GmbH
- Caroline Seifert; Senior Vice President Product Design, Deutsche Telekom AG
- Dörte Sievers; Head of Product Design, Busch-Jaeger Elektro GmbH
- Prof. Erik Spiekermann; Edenspiekermann AG
- Stefan von Terzi; Marketing Director, Zumtobel Lighting GmbH
- Prof. Eku Wand; Founder and President Director, Campus for Social Innovation (CSI), Jakarta; Professor for Media Design/Multimedia, Hochschule für Bildende Künste Braunschweig
- Prof. Markus Weisbeck; Art Director, Surface Gesellschaft für Gestaltung mbH; Professor for Graphic Design, Bauhaus Universität Weimar
- Peter Wouda; Head of Exterior Design, Volkswagen Design Center Potsdam GmbH

Evaluation criteria for Excellent Product Design

The products and achievements should stand out due to particularly outstanding features demonstrated with regard to the following aspects:

Ergonomics, functionality and operability, practical value, overall concept, design quality, degree of innovativeness, durability, brand value and branding, market maturity, ecological compatibility, ecological quality, product aesthetics, product graphics and semantics, safety and accessibility, symbolic and emotional content, technical quality, technical function, manufacturing techniques and quality.

The preceding list does not constitute an order of importance for the jury's evaluation criteria.

For complete information regarding the German Design Council and the German Design Award 2015 visit <http://www.german-design-council.de>