**Urbanears awarded two Red Dot distinctions for high quality design**

The [Urbanears](http://www.urbanears.com/) design team have created two outstanding products that the expert committee for the Red Dot Award: Product Design 2017 has recognised with the internationally sought-after seal of quality.

The Urbanears [Connected Speakers](http://www.urbanears.com/speakers) – the first speakers from Urbanears – launched earlier this year and give users the freedom to stream music in multiple rooms from a large number of sources, such as Spotify, Airplay, Chromecast or Bluetooth. Day-to-day play is managed using the two knobs located on its top panel, a tactile operation that bring back the charm and simplicity of walking up to the household radio and twisting the dial.

“Urbanears is all about humanizing technology, using design as a way to make tech more intuitive, easy to use and appealing, in your home or over your ears”, said Oscar Axhede, Chief Evangelist and Co-founder, Urbanears.

The Urbanears Active [Stadion](http://www.urbanears.com/stadion) is a wireless Bluetooth headset that produces quality sound while enabling the ultimate freedom of movement, with an on-target fit that stays comfortably in place. Stadion utilizes a unique combination of stretchy coils and EarClick technology to create a customized fit for any head shape, and ensure earbuds stay comfortably in place inside the ears. A 3-button control on the back lets users navigate their playlist, adjust volume, and pick up calls.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award: “The Red Dot winners are pursuing the right design strategy. They have recognised that good design and economic success go hand in hand. The award by the critical Red Dot jury documents their high design quality and is indicative of their successful design policy.”

The significance of the international design competition, Red Dot Award: Product Design, with its headquarter in Essen, Germany is well established internationally. It was already more than 60 years ago that a jury convened for the first time to assess the best designs of the day. Since then, an expert team has been awarding the seal of quality for good design and innovation to the outstanding designs of the year.

Manufacturers and designers around the globe were also invited to enter their products in the 2017 competition. The jury of around 40 independent designers, design professors and specialist journalists tested, discussed and assessed each individual product, awarding the Honourable Mention for a well-conceived detail solution, the Red Dot for high design quality and the Red Dot: Best of the Best for groundbreaking design. In total, the competition received more than 5,500 entries from 54 countries this year.

**About the Red Dot Design Award:**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world’s largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.org](http://www.red-dot.org/).