

Yet another International award for PDD!

Press release issued 10th December 2008:



2,808 products from 1025 contestants submitted from 39 different countries, competed for a coveted iF product design award. PDD won a 2009 product design award in the Medicine/Healthcare category for our work on the Vicon T-Series Camera. Initially PDD conducted a semiotic analysis of the Vicon product range and its market sector, which acted as a starting point alongside exploring their brand values and market positioning. This valuable information enabled

the PDD creative team to then drive the concept generation and development forward. Together, PDD's integrated creative and technical team worked alongside Vicon to produce a wonderful product that compliments and enhances Vicon's innovative motion capture technology.

The T-Series cameras have been used in hospitals for over 20 years to analyse the gait of children and adults. T-Series demonstrates a giant leap in technology enabling a complete gait analysis to be performed with maximum attention focused on the patient's movement and rehabilitation. Capturing a patient at 16 megapixels resolution compared to the previous 4 means the camera can now accurately track the patient's fastest and subtlest movements. The on-board processing means better quality data enabling an increased focus on patient diagnosis and powerful strobes enable the cameras to be used in ambient laboratory light. The camera's design means they're easy to move and set up in different locations giving the user more site flexibility.

ENDS

About PDD Group Ltd

Founded in 1980, and based in Hammersmith, West London, PDD provides integrated design and innovation skills and works with organisations worldwide to develop novel products, services and business processes that drive revenues and create competitive advantage.

PDD targets markets that are undergoing rapid change, for example, those affected by the shift from mature to emerging markets, rapid technological change, climate & environmental issues and demographic changes.

PDD is an award winning agency, collecting eight awards in the last 12 months, and is certified to BSI 13485 medical quality assurance certification and quality assured to ISO 9001.

PDD has worked with over 200 clients in the last three to four years and today has approximately 30 active projects. Top customers in 24 countries include Orange, LG, Aqualisa, Nestle, Belron, Ford, Gillette, Samsung, Vocollect and Merck Serono.

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