

## OMRON Wins iF Product Design, Universal Design Awards

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- FOR IMMEDIATE RELEASE

KYOTO, Japan - Omron Healthcare Co., Ltd., a subsidiary of OMRON Corporation (TOKYO: 6645; ADR: OMRNY), received iF Product Design Awards for its HEM-7301-IT/HEM-7300 automatic blood pressure monitors and HCG-801-E portable ECG monitor, as well as Universal Design Awards for the HEM-7301-IT/7300 and HBP-T105 vital signs monitor, in this year's competitions. In addition, the HEM-7301-IT/7300 won a Universal Design Consumer Favorite Award. The awards were presented at CeBIT 2009 in Hannover, Germany, on March 3-4, with the winning products on display until March 8, 2009.

### iF Product Design Awards



product  
design  
award

2009



The iF Product Design Award, presented by Hannover-based International Forum Design GmbH, is one of the world's most prestigious design awards. Products are grouped into 16 categories, including industry, medicine/healthcare and consumer electronics, and rated on uniqueness, innovation, aesthetic appearance, usefulness and eco-friendliness as well as performance, quality and price. This year's competition drew 2808 entries from 39 countries, of which 802 products received awards.

The two Omron Healthcare products that received iF Product Design Awards are as follows:

iF Product Design Award-winning Products	Model No.
Automatic blood pressure monitor	HEM-7301-IT/HEM-7300
Portable ECG monitor	HCG-801-E

- \* This year's awards represent the third consecutive year of recognition for Omron Healthcare, which has received iF Product Design awards since 2007.

## Universal Design Awards



The Universal Design Awards, established in fiscal 2008 and hosted by the Universal Design Association, evaluate the fairness, flexibility, safety, ease-of-use and cost of products. There are two award categories: the Universal Design Award, judged by internationally active designers, and the Universal Design Consumer Favorite Award, chosen by 100 consumers between the ages of 14 and 78 in January 2008.

The competition drew 92 entries from 18 countries, of which 36 products received awards. Omron Healthcare's HEM-7301-IT/HEM-7300 automatic blood pressure monitors were further honored with a Consumer Favorite Award, receiving high marks on their portability, compact form and stylish design, which is unlike that of earlier blood pressure monitors.

The two Omron Healthcare products that received Universal Design Awards are as follows:

Universal Design Award-winning Products	Model No.
Automatic blood pressure monitor	HEM-7301-IT/HEM-7300
Vital signs monitor	HBP-T105

Going forward, Omron Healthcare will continue to approach product development from a user perspective and with a focus on accuracy and ease-of-use under our design concept, "Shaped for people."

## Product Profiles: iF Product Design Award-winning Products 2009

### HEM-7301-IT/HEM-7300 Automatic Blood Pressure Monitor



Upper arm blood pressure monitor features a smaller body than previous models, made possible by improvements to the pressure pump and control panel. Portable and compact, the HEM-7301-IT/HEM-7300 is easy to use at the home or office, or while traveling. The HEM-7301-IT can be connected to a computer and comes with special software for easy data management.

\* This product received a Good Design Award (Japan) in 2008.

### **HCG-801-E Portable ECG Monitor**



Portable ECG monitor can complete readings and record data in 30 seconds, even when palpitations or other irregular conditions occur. Displays detailed waveform information on a wide LCD screen, helping doctors diagnose patients' conditions. To be used under the consultation of a medical professional.

- \* European version of Japanese model HCG-801.
- \* This product received a Good Design Award (Japan) in 2004.

## **Product Profiles: Universal Design Award-winning Products 2009**

### **HEM-7301-IT/HEM-7300 Automatic Blood Pressure Monitor**

See above.

### **HBP-T105 Vital Signs Monitor**



Professional-use vital signs monitor measures hospital patients' vital signs, including blood pressure, arterial oxygen saturation level and body temperature. Easy-to-read front panel tilted at a 40-degree angle makes it easier for nurses to check and record vital signs while on rounds.

\* This product received a Good Design Award (Japan) in 2007.

## About OMRON

Headquartered in Kyoto, Japan, OMRON Corporation is a global leader in the field of automation. Established in 1933 and headed by President & CEO Hisao Sakuta, OMRON has over 35,000 employees in 38 countries working to provide products and services to customers in a variety of fields, including industrial automation, electronic components, social systems (ticket gate machines, ticket vending machines, and traffic control), and healthcare. For more information, visit OMRON's website at [www.omron.com](http://www.omron.com).

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