



Press Release

## **iF Design Award 2017: HELLA Aglaia Wins Gold Award**

Berlin/Munich (March 13, 2017 / 10:00 am) – This year, a distinguished international iF panel awarded the iF DESIGN AWARD to some of the 5,575 entries. A total of 1,137 entries won over the jury and received the iF label as a sign for exceptional design.

Only 75 of the award-winning projects were short-listed by the international panel of experts and honored with the IF Gold Award on March 10, 2017 at BMW Welt in Munich. Among them was the automatic counting sensor APS-90 from the Berlin-based technology company HELLA Aglaia Mobile Vision GmbH.

The panel justified its decision as follows: “Monitoring individuals in public spaces is a delicate issue. The People Counter APS-90 wins over not only with its technological inner workings, but also and all the more so because of the manner in which it is perceived externally. The humanoid character of the product boosts its acceptance with the user because the user can look the observer straight in the eyes.”

For more than 15 years, the name HELLA Aglaia has stood for the highest level of precision, the best in quality, maximum service, innovative strength and tailored solutions. In the area of people sensing, there are currently around 40 employees working on sustainable solutions for public passenger transportation, retail and security. It is not only the functionality, but also the aesthetics of the product which is factoring more and more into the decision to buy. With this in mind, the people sensing team together with the Berlin-based design agency Emamidesign developed a new measuring device which, with clear lines and high quality materials, blends aesthetics with functionality.

“The new design exudes elegance and harmony while being both discreet and distinctive. We are very pleased about this special award and thank Emamidesign in particular for the extremely inspiring cooperation,” comments Matthias Nerling, Director People Sensing at HELLA Aglaia Mobile Vision GmbH, after the award ceremony.

For over 60 years, the iF DESIGN AWARD has been a recognized international trademark when it comes to outstanding design. The iF brand is established around the globe as a symbol for exceptional design achievements. The iF DESIGN AWARD is awarded by iF International Forum Design GmbH, Hanover.

For more information about our products: [www.people-sensing.com/aps-90](http://www.people-sensing.com/aps-90)

**HELLA Aglaia Mobile Vision GmbH** is a full subsidiary of HELLA KGaA Hueck & Co and is one of the leading global developers of intelligent visual sensor systems. The result of many years of experience, our expertise in mono- and stereo-camera systems, image processing and software programming makes possible the development of innovative industrial solutions and highly effective products for driver-assistance systems, electromobility and people counting. Many of our products set international standards and open completely new application possibilities and future opportunities

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