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Japan Industrial Design Promotion Organization

## JIDPO Announces 2010 Good Design Grand Award –Dyson Air Multiplier has chosen as the Good Design Grand Award –

Japan Industrial Design Promotion Organization (JIDPO; Tadashi Okamura, Chairman), the organization involved in the comprehensive promotion of design, announced that “Dyson Air Multiplier” has chosen as the Good Design Grand Awards. Applications for this year opened on April 28, and 3,136 entries were received. As a result of first and second screening, 1,110 items received Good Design Awards.

This year, a vote for selection of the Grand Award was held at Tokyo Mid-Town Hall on November 10 th award ceremony. The Dyson Air Multiplier obtained the highest votes to be the Grand Award of this year. The vote was conducted among the award winners, members of jury committee and Adjudication board targeting the Best 15.

Good Design Grand Award 2010

Air Multiplier

AMO1, AMO2, AMO3

Dyson

Designer : James Dyson



### –Description :

Using air multiplier technology, the product smoothes out air flow and eliminates unpleasant wind's unevenness. It blows a smooth, continuous stream of air at up to 450l per second. Suctioned air goes through the circular opening in the loop amplifier and accelerates. It furthermore passes over the airfoil-shaped ramp, creating a circle-shaped air flow and controlling wind direction. The circle-shaped air flow involutes the surrounding air and produces 15 to 18 times the wind volume of the suctioned air. Compared to the AMO1, the AMO2 produces 30% more and the AMO3 50% more air according to usable space. Because there are no blades, the product is safe and easy to maintain. For the AMO1, the knob allows precise adjustment of wind volume. For the AMO2 and AMO3 models, a remote control is provided.

### –Evaluation

The first thing to note is that they have developed the world's safest fan. Every year, there are accidents throughout the world in which children stick their fingers into fans. I'd first like to evaluate the safety of this fan. Because it has no blades, it is easy to clean and its center of gravity is low, so it is significantly stable. In a sense, this is a brand-new concept, perhaps even a “revolution” in fans, and it serves as an incentive to today's engineers and designers.

And results of Good Design Awards 2010 G-mark, see the G-mark website : <http://www.g-mark.org/english/archive/2010/index.html>

[Good Design Special Award images]

To download high-resolution images of the Good Design Special Award, access to the JIDPO's website for the press.

Enter ID and Password to access to download page. : <http://www.jidpo.or.jp/en/download> ( ID: jidpo Password: 440501 )

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