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Fujitsu General Limited
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[PRESS RELEASE]

**Received the Red Dot Design Award 2020, one of the world's three major design awards The
nocria® SV Series Ceiling type indoor unit**

Fujitsu General's nocria SV Series home air conditioner for Japan (hereafter "SV Series") and the ceiling type commercial air conditioner indoor unit for overseas (hereafter "ceiling type indoor unit") received the Red Dot Design Award 2020, one of the world's three major design awards.

The Red Dot Design Award is an international design award held by the German design organization, Design Zentrum Nordrhein Westfalen, and is one of the world's three major design awards along with the iF Design Award (Germany) and IDEA International Design Excellence Awards (America). This year there were over 6,500 applicants from around the world for the Product Design category and after careful consideration by the judges the SV Series and ceiling type indoor unit were judged to be excellent products.

The award winning products are placed in special exhibits in the Red Dot Design Museum.

Fujitsu General makes design one of the core elements of product development to provide new value of snuggling with people and space.



reddot winner 2020



nocria SV Series



Ceiling type indoor unit

• **SV Series**

This design was born especially for the Japanese market.

- Compact design with a width under 70cm and a height within 25cm to match the Japanese housing environment.
- Good affinity with interior design and a fabric-like surface treatment with feel of quality.
- Rounded form on top and bottom to reduce the oppressive feeling and an elegant lines designed for simplicity.

• **Ceiling type indoor unit**

This design was based on an analysis of the installation conditions in stores and offices.

- The form from any angle is beautiful and does not spoil the aesthetics even if installed separated from the ceiling.
- The seamless curves create a light feeling for the sides and top that reduces user's stress of the oppressive feeling.
- The large opening front panel design achieves both beauty and high maintainability.

*nocria is a registered trademark of Fujitsu General.

*The Red Dot Award is an international design award that has been held every year since its founding in 1955. The Product category is for products of excellent design that have been commercialized worldwide during the past two years and these products are judged using nine criteria including design innovation, functionality, quality, ergonomics, durability, and ecology, etc.

Official website: <https://www.red-dot.org/>

Contact details

Public & Investor Relations Division <https://www.fujitsu-general.com/global/contact/press.html>