

yellow design | yellow circle receiving gold award for the design of the new Falk Navigator

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Press release from: [yellow design | yellow circle](#)

yellow design | yellow circle not only received the reddot award for the outstanding design of the first mobile Falk navigation system, but was honoured today with the top award, the IF Gold Award.

Brand strategy and design meets success.

Strategic brand and product development at a high standard pays off: the juries of two of the world's most important design awards, the reddot and the Industry Forum Hanover (IF Award), concurred: the first complete navigation system developed for Falk, the Falk C-series (P 450), was chosen as design award winner by both institutions. At today's award ceremony on the occasion of the Cebit trade fair opening, the IF even valued the development as "Best of the Best" by awarding it with the top "IF Gold Award".

Falk – as one of the best-known German brands and manufacturer of city maps that have become synonymous with the name – has gained a new position over the past two years under the leadership of yellow design | yellow circle: the diversification from manufacturer of maps to developer for navigation software and mobile navigation.

To combine the newly acquired competence with the new technologies in a public image, a corporate design for the entire navigation segment was developed in a first step, which was gradually adapted to the expanded channels.

Consistent with the brand strategy, yellow design | yellow circle developed a self-contained and effective product language for Falk that formally conveys the set goals of competent, clear, reliable and high-quality navigation.

After a careful development of almost 18 months, Falk is presenting a proprietary and newly developed range of mobile navigation solutions at the Cebit 2007 in this formal independence created by yellow design | yellow circle:

the design quite consciously avoids the use of loud statements, very much in line with the philosophy of a discreet and competent companion that can easily be integrated into all kinds of car interiors while radiating a sense of clear technical elegance.

The current award-winning flagship of the product range, the P 450, was placed above the also newly-developed entry-level and mid-class systems. The designers helped to reduce its size by more than 30% and to outfit it with special features. Despite its especially compact size, it is the first system that can be mounted into the vehicle's rack with a click due to a sophisticated connectivity system. Thus there is no need to plug in cables. A connection with the electrical system of the vehicle combines the advantages of a mobile system with that of a fixed one in the true sense of the word.

For further information, please go to:

www.yellowdesign.com

www.falk.de

yellow design | yellow circle | yellow too

yellow design | yellow circle | yellow too is a network of agencies offering a comprehensive range of design services in Cologne, Pforzheim and Berlin. As a full-service agency, yellow develops brands and supervises design projects from conception to implementation. yellow design | yellow circle has been working successfully for international corporations, mid-sized businesses and institutions in various sectors for more than 30 years. Many customers have a longstanding business relationship with yellow design | yellow circle, making it possible to implement the customer's vision in a joint effort.

Our activities always focus on comprehensive consultation with respect to user- and market-oriented solutions. Highest design quality is achieved through strategic planning and interdisciplinary working methods. The results – whether corporate design, product design, packaging or website – convey the brand's philosophy and contribute to the unmistakable image of the brand. Because design, as a distinguishing feature, plays an important part in a changing global economic situation. We at yellow design | yellow circle understand our activities as providing support during the process: from planning the product range, product development and communication measures to the product launch.

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