

Fujitsu General's Remote Controller Is Selected as a Finalist in IDEA 2023, a U.S. Design Award
The wall-mounted controller for air conditioners receives high praise
by providing new experience value

Fujitsu General's wall-mounted controller for air conditioners marketed in North America was selected as a finalist in IDEA 2023. This is the first time the company has been selected as a finalist for this award. The controller has also won the Good Design Award 2022 in Japan.

As the focus of product value shifts from the consumption of tangible goods to intangible goods, Fujitsu General aims to provide customers with experiences such as comfort and excitement that can be obtained through using our products and services. Therefore, today, the company takes the lead in promoting initiatives that place value on different experiences, from the development to the promotion of our products and services. We are honored to have received this award as a recognition of our efforts, and will continue to work hard to provide new experiences for our customers.

About IDEA

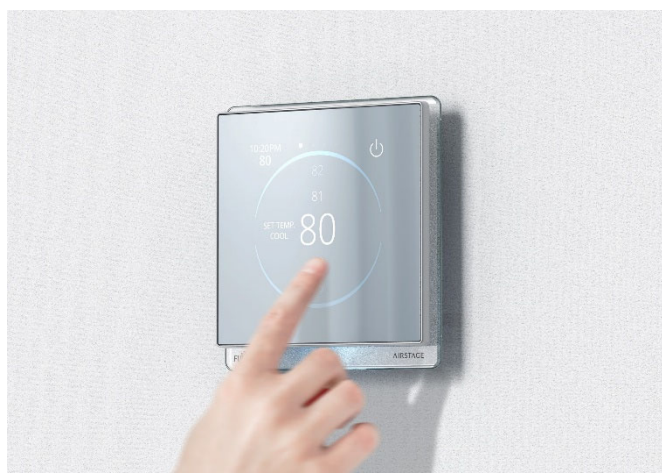
The International Design Excellence Awards (IDEA), organized by the Industrial Designers Society of America, is considered to be one of the three major design awards in the world. IDEA evaluates all kinds of industrial design based on standards such as innovation, value received by the user, and contribution to social responsibility through environmental friendliness and other initiatives.



About Fujitsu General's wall-mounted controller for air conditioners

This is a wall-mounted remote controller for air conditioners to be installed in offices, hotels, and homes. The product was developed based on our analysis of consumer lifestyles in North America, which is the main area of product deployment.

The system employs screen touching and swiping operation, just like the smartphones that today's customers are familiar with, enabling easy and intuitive use. Furthermore, based on how air conditioners are used in North America, we also focused on addressing the need for the controller as a design element within the space, when it is not in use. As a result, the final product features a mirror-like appearance that remains in harmony with any interior design.



Contact details

For media inquiries, please fill in the form provided at <https://www.fujitsu-general.com/global/contact/press.html>

Reference

Comment from Mitsuo Fujioka, Manager, Product Design Department, Fujitsu General:

It is a great honor for us to be selected as a finalist for the first time in IDEA, which is considered to be one of the three major design awards in the world. Above all, we are most pleased that our efforts to enhance the customers' experience value have been highly regarded in this way.

We will continue to utilize and refine this development process to create products that are even more customer friendly. And, we will aim for an even higher prize next time!

Our official note page provides more detailed information about our commitment to our products and behind-the-scenes development stories.

Be sure to visit the website (Japanese Only):

Title:

インテリアに映える鏡リモコン?! 開発の裏側を聞きました【社員インタビュー】

A mirror remote control that accentuates a space? A look behind the scenes of the development (Employee Interview)

https://note.com/fg_japan

Related information

IDEA Awards website

<https://www.idsa.org/awards-recognitions/idea/>

Good Design Award 2022 press release on October 7, 2022 (Japanese Only)

<https://www.fujitsu-general.com/jp/news/2022/10/22-Y08-27/index.html>

Fujitsu General company information > Design page > Wired remote controller for markets outside Japan (Japanese Only)

<https://www.fujitsu-general.com/jp/corporate/design/h-ux-ui/wired-remote-controller.html>