

June 1, 2021

JVCKENWOOD Wins iF DESIGN AWARD 2021 (Product Category)

Yokohama, June 1, 2021 – JVCKENWOOD Corporation is pleased to announce that the Company has won the iF DESIGN AWARD 2021 in the Product category, a world-renowned design prize, for the BX-EC3 (counting device) and the BX-PW1 (dedicated washing device), which are the main units of the exosome counting system "ExoCounter" developed under the JVC brand. This is the third consecutive year that JVCKENWOOD products have won the award.



BX-EC3

BX-PW1



Award-winning products in the Product category at the iF DESIGN AWARD 2021

■ Exosome counting system "ExoCounter"

ExoCounter is a high-precision counting system for exosomes*. The award-winning BX-EC3 is a counting device that can detect the number of exosomes in body fluids trapped on the disc surface with high accuracy and speed without the need for isolation and purification processes, using an optical head that applies the proprietary Blu-ray™ disc optical technology. The BX-PW1 is a dedicated washing device that washes away the excess substances from the disc surface to improve the sensitivity of exosome measurement. This counting system, which consists of applications for measurement, will solve the existing problems of quantitative measurement of exosomes and contribute to the realization of bio-research, next-generation medicine, and personalized medicine.

*A type of extracellular vesicle (EVs) that is abundant in body fluids.

■ Design concept of the award-winning products

In order to improve the efficiency of installation and storage space, the device is designed in a square and compact size, assuming a laboratory environment where the system will be mainly used. The material and flat shape are designed for easy cleaning to maintain cleanliness. The control panel is integrated on the top for usability. The products are designed to be simple and iconic to improve its prominence as a system.

iF DESIGN AWARD

The iF DESIGN AWARD 2021 is organized by iF International Forum Design GmbH, the oldest independent design organization in the world, based in Germany, and has been internationally recognized for 68 years since 1953. Submissions are awarded in the nine disciplines, including Product, Packaging, Communication, and Architecture. Entries undergo examinations based on

criteria such as impact, differentiation, and function. In the 2021 competition, award winners in each category were selected from among approximately 10,000 entries (a record high) submitted from 52 countries/regions after a thorough examination by a 98-member jury, consisting of design experts.

Trademarks

- ExoCounter is a trademark of JVCKENWOOD Corporation.
- Blu-ray™ is a trademark of Blu-ray Disc Association.