

## German Innovation Award for Hohenloher “Fly One®”



This year the German Design Council honored Hohenloher with the “GERMAN INNOVATION AWARD 2018” for its “Fly One®” high-tech innovation. The high-calibre judging panel thereby elevated the ceiling installation into the company of some of the most successful German innovations in the “building & elements” category. “Fly One®” comprises a designer ceiling light and media supply in one and is widely used in rooms with multifunctional uses.

Its level of innovation, user benefits and cost-effectiveness were the key criteria in the presentation of the award. “The very fact that we have been presented with the GERMAN INNOVATION AWARD for our innovative prowess shows that we have truly succeeded in creating a technical design masterpiece with outstanding practical benefits from our initial vision. The flexibility and versatility of our media supply system are exceptional and set us well apart from pure fit-out companies for educational institutions,” remarks Alexander Biller, Head of Marketing at Hohenloher.

“Fly One®” is a flexible media system with a broad-based range of uses. The factor that particularly appealed to the judging panel: its 4-dimensional flexibility. “Fly One®” supplies media, such as electricity, data, gas or compressed air, into a room wherever it is needed – precisely positioned and reliable. And when it is no longer needed, “Fly One®” folds together elegantly and fully automatically from any position at the press of a button and sinks unobtrusively back into the ceiling.

The judging panel also appreciated further aspects, including its social, environmental and economic sustainability and the use of energy and resources by the “Fly One®”. Factors, including potential locations and employment, durability, quality and function, as well as the quality of the materials, played a key role in the judging process.

This award for an ‘Innovation made in Germany’ represents a global quality seal for Hohenloher’s future expertise. “When you win out against high-calibre competition, you are successfully proving that you are up there with the best,” summarises Andrej Kupetz, Chief Executive of the German Design Council.

The award was presented in person at the award ceremony held on Wednesday 6 June 2018 in the German Museum of Technology in Berlin.

## “Fly One®”: designer light and flexible media system in one

Using existing rooms as multifunctional spaces needs flexible furniture and often media, such as electricity, data, multimedia, compressed air or gas, to be supplied precisely to the workplace, without tripping over cables on the floor. Designers and architects are looking for solutions, which temporarily provide these media positionally precisely and reliably on demand – and preferably invisibly. The innovative Hohenloher “Fly One®” is a designer light and flexible media supply in one. As a design element, “Fly Light®” evenly illuminates the room with daylight spectrum light. In extended mode, it is flexible in 4 dimensions when functioning as a media system: pivoting, telescopic, rotating and dimming. The innovative ceiling supply system therefore simply and intelligently supplies and connects all required work spaces in multifunctional spaces.

### Multifunctional spaces in offices, industry, laboratories and schools

Hohenloher is the leading full-range supplier for scientific, technical and general learning spaces. Flexible media supply, coupled with optimum lighting at the workplace, is needed particularly for practical work and experiments. Whether in scientific laboratories, training rooms, makerspaces in schools or libraries, teaching laboratories or in many other applications, the priority is always the unrestricted and flexible use of the space combined with reliable media supply. Lowered from the ceiling, “Fly One®” makes electricity, data, gas and compressed air available where it is needed – depending on the bench layout.

As if by magic, an ergonomically adjustable control panel comes down from the ceiling at the press of a button. Its multidimensional flexibility guarantees that almost every position in the room can be reached. The control panel can be moved to any position, rotated, and pivoted and telescopically moved to any height until the ideal position is reached. This guarantees optimum media supply throughout the space and the planned experiment can now be carried out. After completion of the work, the entire system folds together again at the press of a button and unobtrusively disappears up to the ceiling. While it’s maybe just been used as a learning workspace or workshop, the space can now also be used as a conference or training room.

More about Fly One®: [www.hohenloher.de/en/products/flyone/](http://www.hohenloher.de/en/products/flyone/)

### The company

Hohenloher is the leading full-range supplier of natural science, technical and general learning spaces and offers innovative, complete solutions for educational institutions around the world from a single source. Clever learning room concepts ensure the high degree of adaptability to new pedagogical concepts and make learning more colourful, cheerful, ergonomic and safer. The product systems are used daily by millions of learners worldwide, stand for best quality, ergonomic flexibility and promote future-oriented didactics.

[www.hohenloher.com](http://www.hohenloher.com)



## GERMAN INNOVATION AWARD 2018

### The award that makes innovation visible

The German Innovation Award is given to products and solutions from across industry, which stand out on account of their focus on users and added value over solutions available to date. After all, innovations that shape the future and improve life are available in all sectors. Sometimes you can see it at first glance – often not. The German Innovation Award hopes to change this. It makes exceptional performance visible to a wider audience, ensuring successful positioning on the market.

### Nomination

The procedure for the German Innovation Award is unique: only companies nominated by expert panels and the German Design Council's scouts may participate. This procedure ensures the independence and excellence of the award.

### Innovation made in Germany: the quality seal

A high-calibre judging panel made up of physicists, patent consultants, computer scientists, financial specialists, product designers, technology historians and marketeers decides on the winners. "This ensures that we guarantee individual, neutral and professional evaluation," stresses Kupetz. Known as "Germany's design body", the German Design Council is an important business promoter and future designer. For 65 years it has been committed to the competitiveness of German companies "We work closely with the market and take its needs into account: Presentation of an award for "Innovation made in Germany" is a global quality seal for a company's future-centric expertise", summarises Kupetz, referring to the initiation of the German Innovation Award.



### International Business

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