



PLUS X AWARD®

## Plus X Award Night 2015: The Grand Night of the Most Innovative Brands

Anticipation and excitement before the ceremony of the world's largest innovation award

Thursday, 18th June several hundred top decision makers from industry and retail as well as numerous personalities from society, media and politics will visit the traditional, long-awaited ceremony of the Plus X Award. At that night, the 26 "Most Innovative Brands of the Year 2015" will be honoured.

As in the year before, the Award gala will take place in the historical, impressive plenary hall of the First German Bundestag in Bonn. Here, the guests can expect a symbiosis of an elegant evening, varied entertainment and high-class business networking. It takes more than a week to prepare and modify the building for the production and to make an impressive stage show with a high technical level possible.

The 26 highly sought-after golden trophies of the Plus X Award will traditionally be handed over to the winners during the evening by the judges and ambassadors of the innovation award. After the show, the official hand-over of the certificates for all winning brands of the year 2015 will take place.

A special highlight also this year will be the Lifetime Achievement Award to an outstanding personality. Besides Sir James Dyson, Prof. Amar G. Bose († 2013), Noel Lee and Peter Skak Olufsen († 2013), this will be the fifth person to receive this very special honour.

As in the years before, the TV channel ANIXE will broadcast the big Plus X Award ceremony in full length and brilliant HD. The gala is broadcast Saturday, 11th July at 8.15 pm via Astra all across Europe; in addition, it is available nearly nation-wide in the digital cable network in Germany.

### Pressemitteilung 16.06.2015

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Currently, the last participation period of the Plus X Award for 2015 is already running. All manufacturers are invited to hand in their products and product series for the world's largest innovation award for technology, sports and lifestyle.

### About the Plus X Award:

With an international and independent panel of judges from 27 industries, 23 strategic partners and more than 600 participating international brands, the Plus X Award is the world's largest innovation award for technology, sports and lifestyle. Plus X Award Seals of Approval are conferred upon products judged to possess at least one "Plus X" factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological features, along with the use of high quality material add up to sustainable products with long lasting value and are also honored by the Plus X Award. The innovation award was initiated to strengthen brands, trade and commerce and support consumers in their purchasing decisions. In 2015, Plus X Award is celebrating its twelfth anniversary.

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