

## Shortlist (Product Design Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
<b>A01 (Computers and information technology accessories)</b>									
A01/001	00031	PENCIL BY FIFTYTHREE	FIFTYTHREE	ELECTRONIC STYLUS	FIFTYTHREE New York	USA	FIFTYTHREE New York		
A01/002	00054	KANO KIT	KANO	MAKE YOUR OWN COMPUTER - CODING KIT	MAP London	UNITED KINGDOM	MAP London		
A01/003	00081	PROTONET - THE FIRST SERVER SERVING THE PEOPLE.	PROTONET	SERVER	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg		NORTHSTREAM STUDIOS Västerås
<b>A02 (Entertainment technology &amp; Cameras)</b>									
A02/004	00042	PREMIUM CURVED UHD TV_HU9000	SAMSUNG ELECTRONICS	PREMIUM CURVED UHD TV_HU9000	SAMSUNG ELECTRONICS Seoul	SOUTH KOREA	SAMSUNG ELECTRONICS Seoul		
A02/005	00043	85INCH ULTRA HIGH DEFINITION TV S9	SAMSUNG ELECTRONICS	TIMELESS GALLERY S9	SAMSUNG ELECTRONICS Seoul	SOUTH KOREA	SAMSUNG ELECTRONICS Seoul		
A02/008	00145	MINI JAMBOX	JAWBONE	PORTABLE SPEAKER	FUSEPROJECT San Francisco	USA	FUSEPROJECT San		
A02/010	00070	UNMONDAY MODEL 4.3	UNMONDAY	UNMONDAY MODEL 4.3	AIVAN Helsinki	FINLAND	AIVAN Helsinki		
A02/011	00109	P7 MOBILE HI-FI HEADPHONES	BOWERS & WILKINS	P7	NATIVE DESIGN London	UNITED KINGDOM	NATIVE DESIGN London		
<b>A03 (Communication)</b>									
A03/003	00146	ERA HEADSET   JAWBONE	JAWBONE	BLUETOOTH HEADSET	FUSEPROJECT San Francisco	USA	FUSEPROJECT San		
<b>A05 (Home Electronics)</b>									
A05/001	00037	FOOD SHOWCASE	SAMSUNG ELECTRONICS	FOOD SHOWCASE	SAMSUNG ELECTRONICS Seoul	SOUTH KOREA	SAMSUNG ELECTRONICS Seoul		
A05/002	00038	WW9000	SAMSUNG ELECTRONICS	WW9000	SAMSUNG ELECTRONICS Seoul	SOUTH KOREA	SAMSUNG ELECTRONICS Seoul		
<b>A06 (Lighting)</b>									
A06/007	00176	LUMIO	LUMIO	LUMIO LAMP	LUMIO San Francisco	USA	LUMIO San Francisco		
<b>A09 (Storage)</b>									
A09/001	00056	CLIQ IS HERE	FGL SPORTS	CLIQ	FLOW DESIGN Riga	LATVIA	FLOW DESIGN Riga		
<b>A12 (Ready to wear)</b>									
A12/004	00086	RAW FOR THE OCEANS	G-STAR RAW	COLLECTION	G-STAR RAW Amsterdam	THE NETHERLANDS	FHV BBDO Amsterdam / PART OF A BIGGER PLAN		
<b>A17 (Sports Equipment)</b>									
A17/002	00047	SAMSUNG GEAR FIT	SAMSUNG ELECTRONICS	SAMSUNG GEAR FIT	SAMSUNG ELECTRONICS Seoul	SOUTH KOREA	SAMSUNG ELECTRONICS Seoul		
A17/003	00148	UP24	JAWBONE	WRISTBAND + APP	FUSEPROJECT San Francisco	USA	FUSEPROJECT San		
A17/005	00218	BABOLAT PLAY	BABOLAT	CONNECTED TENNIS RACKET AND TENNIS SOCIAL NETWORK	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris		
<b>A20 (Collaborations (Products in partnership with designers, celebrities etc.))</b>									
A20/003	00239	FREEDOM CANDLES	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	KINETIC WORLDWIDE London	BLAC IONICA London
<b>B01 (Well-Being and Environmental Impact)</b>									
B01/002	00008	CENTRAL PARK CONSERVANCY RECEPTACLES	CENTRAL PARK CONSERVANCY	TRASH AND RECYCLING RECEPTACLES	LANDOR ASSOCIATES New York	USA	LANDOR ASSOCIATES New York / LANDSCAPE		
B01/009	00078	POCKET FIRE EXTINGUISHER	CITY OF LAS PINAS	CITY OF LAS PINAS FIRE PREVENTION MONTH	DDB DM9JAYMESYFU/DIGIT Makati City	THE PHILIPPINES	DDB DM9JAYMESYFU/DIGIT		TOWER OF DOOM Quezon City
B01/019	00125	NEST LEARNING THERMOSTAT FOR THE UK	NEST	NEST LEARNING THERMOSTAT	NEST Palo Alto	USA	BOULD DESIGN Mountain View		

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B01/044	00114	PROJECT DANIEL: 3D PRINTING PROSTHETIC ARMS FOR CHILDREN OF WAR-TORN SUDAN	NOT IMPOSSIBLE LABS	3D PRINTED PROSTHETIC ARMS FOR THE EBELING GROUP New \$100	USA	THE EBELING GROUP New York / NOT IMPOSSIBLE LABS Venice / RICHARD
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**C01 (Solution)**

C01/001	00001	ORA PERSONAL MASSAGER	LELOI AB	INTIMATE LIFESTYLE PRODUCTS	LELOI AB Stockholm	SWEDEN	LELOI AB Stockholm	
C01/002	00013	MIRU	MENICON	CONTACT LENS	MORI Tokyo	JAPAN	MORI Tokyo / DENTSU	
C01/006	00048	SAMSUNG GALAXY CORE ADVANCE	SAMSUNG ELECTRONICS	SAMSUNG GALAXY CORE ADVANCE	SAMSUNG ELECTRONICS Seoul	SOUTH KOREA	SAMSUNG ELECTRONICS Seoul	
C01/037	00212	COKE 2ND LIFE CAPS	COCA-COLA	COCA-COLA	OGILVY BEIJING	CHINA	OGILVY BEIJING	FATMAN FILMS Ho Chi Minh City

**Total Entries:****26**