iCore® Technology

Red Dot Winner in the Red Dot Award: Product Design 2020

Red Dot Winner in the Red Dot Award: Innovative Product 2020

<u>PRESS RELEASE – FOR IMMEDIATE RELEASE</u>

30 March 2020, Singapore – Photizo Global Pte Ltd, a Singapore-based SME has won four prestigious awards from the Red Dot Award: Product Design 2020 and won a Red Dot for its good design quality in the new meta-category "Innovative Products" for both of its products - iCore® Smart Street IoT Pole and iCore® Smart Urban IoT Pole.

iCore® Smart Street IoT Pole (2 awards)
Red Dot Award: Product Design 2020 | Red Dot Award: Innovative Product 2020

The iCore® Smart Street IoT Pole was created to answer the call for an aesthetically pleasing, yet fully capable street furniture to meet the needs of the modern Smart City. With increasing demands for IoT devices and other IT and Communications equipment to be installed, many of the traditional street lamps today have multiple devices strapped onto them. This not only creates an unsightly landscape, but poses potential hazards in the form of exposed wiring and data cables.

iCore® Smart Urban IoT Pole (2 awards)
Red Dot Award: Product Design 2020 | Red Dot Award: Innovative Product 2020

The iCore® Smart Urban IoT Pole is based on the same structural concept as the iCore® Street IoT Pole. However, it was designed to meet the need of a more designer-style lamp pole for landscaped areas like parks, walkways, and small driveways. Touting its award winning Smart Compartments, this is a pole which allows maximum flexibility in installing of different types of devices.

Most importantly, for a sustainable future, equipment can be easily maintained, swapped, upgraded, added-on, or even removed with no impact on the original aesthetic look of the pole.

"We believe that street poles and urban, landscape poles should serve both a functional as well as an aesthetic purpose. Just because we want to build smarter cities and install sophisticated equipment does not mean that we should have ugly streets." stated Mr Michael Chia, inventor of the iCore® and CEO of Photizo Global.

About Red Dot Design Award

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at www.red-dot.de.

About Photizo Global

Photizo Global Pte Ltd is a Singapore based SME which has full rights to its patented i-Core™ technology, targeted at smart cities and their infrastructure development. The focus of Photizo's business model is on licensing its Intellectual Property rights globally, therefore making its business strategy scalable and products deployable at a more rapid pace.

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Mr Michael Chia
Founder/CEO
Photizo Global Pte Ltd

With more than 30 years of experience in the lighting industry, it has always been Michael's passion and dream to transform the lighting world. As a pioneer in the evolution of LEDs in Singapore, he envisioned the next wave of innovation to be in the realm of the Smart Cities programs. Hence, Michael set up *Photizo* in 2015 with a vision to providing Smart Lighting solutions.

The investment in research & development has paid off with the creation of the patent-pending i-Core™ technology. With *Photizo's* global licensing program, Michael will fulfil his vision of creating a Singapore-designed product that will make a world-wide presence.

Michael has received numerous accolades which include the "Spirit of Enterprise Award", " 2010 Successful Entrepreneur Award", "The Entrepreneur of the Year Award 2017" as well as the "EYA for Enterprise Award".

photizo SMART CITY SOLUTIONS

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Gorm is a lighting veteran with 25 years of experience in the management of lighting companies around the world.

Gorm embraced the technology development of LED as a light source from the very beginning, and is now fully engaged in the next generation of indoor and outdoor connectivity fusion of IoT and light.

Gorm lives in Copenhagen, Denmark but most of his activities lie outside Europe, connecting business and creating values for companies through his business acumen and enriching his life mission.

Mr Gorm Teichert
Head, Global Licensing
Photizo Global Pte Ltd

Calvin is a 30-year veteran in the ICT and CE industry, having held product management portfolios for companies like Philips, Aztech, Motorola, StarHub, and Singtel. He leads the development team for Photizo and works closely with the engineers in crafting the final designs.

With his foray into the lighting industry, Calvin brings his experience to bear, helping customers and partners craft smart city solutions and marrying the two diverse industries of lighting and IoT into a coherent solution.

Mr Calvin Goh
VP, Business Development
Photizo Global Pte Ltd