

WHITE NOISE

SPECIAL EDITION

INTRODUCTION

Dear distributor,

You've all been aware of the prestigious red dot design awards that were presented to Edifier in 2009 for two products – the Luna 2 - e20 and MP300Plus systems. The ceremony was held on 29 June 2009 in Essen, Germany at the Aalto Theater, and we were pleased to have Jet Computer's Erdem Winnecki and Michael Albes attend the ceremony and receive the awards on behalf of Edifier.

“Despite the poor current economic situation, more companies than ever before have taken part in this year's red dot award: product design. This proves that these companies value and exploit the economic potential of good design for their place on the global market”, summarized Professor Dr. Peter Zec, the initiator of the red dot design award. Together with renowned guests who joined him on stage, the design expert personally awarded the highest distinction, red dot: best of the best, to around 50 winners on stage at the Aalto Theater in front of an audience that included many star designers.

We, at Edifier are pleased to have received these awards and congratulate Mr Xie, head of the design team and all of you, for your continued commitment to the brand and its products. Please continue all the good work and we look forward to supporting you in your marketing needs.



Michael Albes and Erdem Winnecki receiving the red dot award for design for e20 and MP300PLUS respectively

Reddot award logo Uses

As a reminder, please continue to use the red dot award logo for both the MP300plus and Luna 2 in all your marketing releases, collateral created and press announcements.

For all distributors who may not have the hires logo on hand, please email me directly at edifier-marketing@i-fuze.com for the files.

Audrey Anne Felix

Marketing Communications Manager
Edifier International Limited

ESSEN. GERMANY, July 2009

Letter from the Founder of the red dot awards, Prof. Dr. Peter Zec

Dear Mr. Zhang,

The red dot gala on June 29, 2009 was surely one of the main highlights of the red dot award: product design 2009 and we would like to thank the many guests for a wonderful evening.

Besides the awards presentation in the Aalto-Theater, the opening of the special exhibitions "Design on stage - winners red dot award: product design 2009" and "Tupperware - sophisticated simplicity advanced through engineering" rank among the very special moments of the evening.

Impressions from the awards presentation, the Designers' Night and the Winners' Dinner are presented here in our image gallery - Image gallery red dot gala 2009 <<http://en.red-dot.org/3205.html>>

We hope you will enjoy looking at the photos and that we will see you again soon.

Warm regards from Essen,

Prof. Dr. Peter Zec



reddot design award
winner 2009

LUNA2

Winner for product design in 2009, reddot



Edifier | Home

Capturing the timeless elegance of form, function and design the Edifier Lifestyle e20 Digital 2.0 audio system offers remarkable and unparalleled performance and functionality.



reddot design award
winner 2009

MP300PLUS

Winner for product design in 2009, reddot



Edifier | Portable

A 2.1 portable audio system with brush-finished aluminum sub-woofer designed to optimize space around any notebook. Ideally suited for home or office and includes a padded compact carry case