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PRESS RELEASE

DICE+. The first Polish product awarded with an international iF DESIGN GOLD AWARD.

DICE+ was created by two Polish companies, Game Technologies and Mindsailors. The electronic dice, DICE+ was awarded with a prestigious iF Product Design 2014 award in the category of “Computers”. iF awards are given to best designed products since 1953. Many of the world’s biggest companies are vying for this prestigious award. It’s a special moment in history as for the first time ever, a Polish product has won the gold award.

iF DESIGN awards are distributed in three main categories: product, packaging and communication. The product category is divided to 17 subcategories, including “Computers”, where electronic devices are being assessed.

The award was given to Game Technologies together with Mind Sailors – studio of industrial design, that was in charge of constructional project and appearance aspect of DICE+.

- „We have chosen DICE+ because of overall to implying aspect of fun to “Computers” category. We were positively surprised by the multifunctionality of this device. It can be used both as a regular dice and as a game controller. What is worth to point out it is it’s well-considered design, ideal balance of dice and sophisticated way it interacts with senses. By giving this award to DICE+, we encourage the creators of this device to further development of such approach.” – said the jury.

- “Projecting DICE+ we wanted to create a device with a global standard. The fact that iF awards was given to a Polish company for the first time confirms, that we succeeded in creating a product on a very high level that was hard to reach in Poland before – says Patryk Strzelewicz, Member of Game Technologies Executive Board and co-creator of DICE+.

- Our projects were already honoured in this contest but working with Game Technologies, as the first studio of industrial design we were given iF DESIGN gold awards. It’s a big success for us – says Michał Bonikowski, co-owner of Mindsailors.

The award was presented at the Gala in Munich, Germany. „iF PRODUCT DESIGN AWARD” is the most important and most prestigious award in a design branch. All the best designed products were awarded with it each year since 1953. This year in the “Computers” category, beside Game Technologies, the award was given also to: Sony (tablet VAIO Tap11), Lenovo (panoramic monitor ThinkVision LT2934z 29”), HP / Google (laptop HP Chromebook 11) and Apple (iPad Air and MacPro).

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DICE+ is a modern version of a traditional dice for board games. Thanks to the built-in technology it can be used also as a fully-fledged game controller that communicates with tablets and other devices using energy-saving Bluetooth 4.0 technology. The electronic dice is produced from best quality materials and numbers are projected in an innovative way from below the dice's faces' surface. In this device you can find a processor, an accelerometer, a magnetometer, six RGB diodes and dozens of other electronic components. Because of this, DICE+ is very easy and intuitive to use.

DICE+ works with tablets on the iOS and Android system. After charging DICE+, you play for 20 hours.

The device was officially launched at Gamescom in Cologne in August 2013. Before this premiere, Angela Merkel and polish prime minister – Donald Tusk even played “Ludo” at the biggest electronic fairs in Europe, CeBIT 2013.

More information at:

<http://game-technologies.com>

<http://dicepl.us/>

<http://ifdesign.de>

<http://mindsailors.com>

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