

Pune designers shine at national awards

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Pune: Pune enhanced its reputation as an important national design hub, with as many as four Pune-based design companies winning national design awards instituted by the prestigious Na-

uct called Stryker Device Capture Ultra, which is an all-in-one medical imaging information management system for endoscope surgeries.

The GUI is used by nurses and doctors in an operating theatre. Says an excited Falguni, "The GUI designed by

nance engineers to wiremen and shop floor workers. This product is a vital part of any modern shop floor."

The second product is a multiplay device which they designed for the New Delhi-headquartered Bharat Sanchar Nigam (BSNL). This multiplay device can offer an on-demand video service and a logic controller for controlling machines on production lines.

According to Mahajan, the multiplay device works on BSNL's copper wire network and is very easy to use. "It keeps buttons to a minimum and allows first-time users to use the interactive cable," adds Mahajan. The third Pune winner is the 10-year-old, design firm, Onio Design which has designed an ergonomic hospital bed for Godrej Interio, a furniture-manufacturing unit of the Godrej Group.

Says Manoj Kothari, partner, Onio, "Current patient beds in the market are usually clunky metallic contraptions on one side and super costly imported motorised beds on the other side. There is a clear need for good-design product at a good price for the expanding healthcare scene in India."

Prakash Khanzode, director of technology and innovation at Onio and his design research team spent two months in 15 hospitals around the country, examining beds and talking to over 100 doctors and patients before coming back to the drawing board to design the bed.

Completing the winning quartet is automobile major Kinetic Motors, which won the 'design brilliance award' for their latest scooter, the advanced 125cc scooter Kinetic SYM Flyte.

THE WINNERS ARE

Kinetic Motors
for the Sym
Flyte scooter

Design
Directions for
their GUI



Onio Design for
their ergonomic
hospital bed

Ticket Design for
NXG2k and
Multiplay

tional Institute of Design (NID) and a leading national business publication.

The awards, which were announced on Saturday evening in New Delhi, saw Pune outfits Design Directions, Ticket Design, Onio Design and the Kinetic Motor Company get awards for their respective product designs.

In fact, the Bhandarkar road based, Design Directions, made it five awards in a row, thereby extending its own record, while the Aundh-based Ticket design won its second successive award in a row.

At Design Directions, this time, it was the team of Falguni Gokhale and Hemant Karandikar, who bagged the 'best digital design' award for Graphical User Interface (GUI) design for software.

The GUI is essentially a software for a medical prod-

us, helps improve productivity of operation theatre staff. It reduces chances of human errors and allows the OT staff to focus on their critical jobs before, during, and after surgical procedures. The design takes into account profiles of surgeons, nurses, and other support staff involved with surgeries."

Balkrishna Mahajan and Nishma Pandit of Ticket Design won two awards this year. The first award is for their product: NEXGEN 2000 PLUS, which is a Programmable Logic controller (PLC), which is essentially a compact dedicated computer for industrial applications.

Says Balkrishna, "Nexgen is used for automation of processes and provides extended controls for machines and its parameters. Its users vary from electrical, mainte-