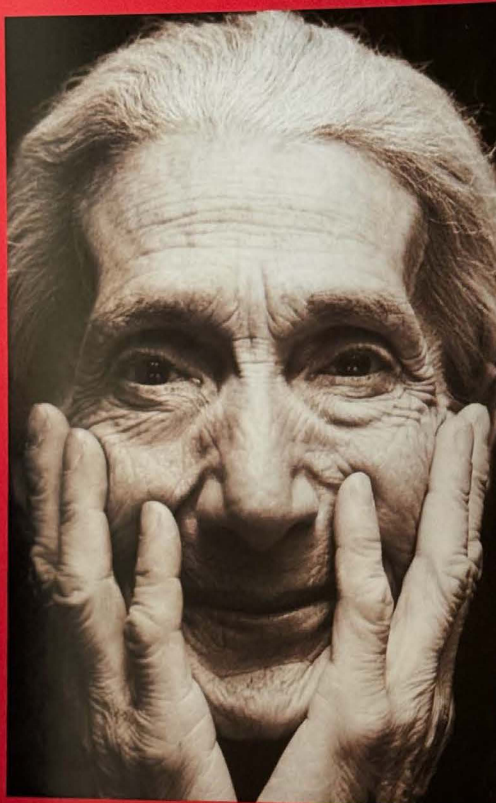




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I.D. ANNUAL DESIGN REVIEW 2002



MB 91100

Russak thought the design of the MB 91100 Blender, entered by Bosch and Siemens Household Appliances Co. of Munich, Germany, wasn't particularly unique, but that the timing was right for a clean, sleek blender. Lovelady noted it was bold of Bosch and Siemens to enclose the blender and said that the machine could be used in both high-end kitchens and offices.

PERSONAL MP3 PLAYER

London-based Samsung Design Europe's Personal MP3 Player has an aluminum-extrusion body with rubberized plastic molding. The player's function keys are split into two categories and located in two different places. Primary functions, such as play, pause and stop, are located on the outside of the case around the LCD. Lesser-used secondary functions, such as the equalizer, are located on a slide-out section. Samsung says the benefit of such key placement is twofold: It makes the player easier to operate and provides a protected space for the USB connector and SmartCard memory slot.



INTEL PERSONAL AUDIO PLAYER 3000

Although Hillsboro, Ore.-based Intel Corp. designed its compact MP3 player with a customizable faceplate and expandable memory to attract the Generation Y market, Lovelady was attracted to it as well. "It creates a nice icon for Intel," Lovelady said. "I like the customization of it." Russak found the round display to be friendly, but noted that the product's lack of design refinement kept it from earning a higher distinction.



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