



### **IDC's Outstanding Design Earns Medical Design Excellence Award**

International product design company, Industrial Design Consultancy (IDC) is celebrating the success of winning silver in the Medical Design Excellence Awards for the Venner Laryngoscope. The 2011 MDEA Winners Ceremony was held June 8, 2011 in New York City's Jacob K. Javits Convention Center.

IDC's MD, Stephen Knowles, comments, "We are absolutely delighted with this latest award, which I believe is a reflection of all the expertise and design innovation at IDC. Our success must also be attributed to the meticulous research the team put into this project to create a product with outstanding function as well as form."

IDC was awarded the MDEA for designing a ground-breaking laryngoscope for the Venner Group. The device, which is used during anaesthesia to introduce an endotracheal tube, is the first of its kind to offer both standard, Mac3 and Mac4, as well as the Difficult Airway Blades (DAB). The DAB offers manoeuvrability and both excellent viewing and exact positioning of the endotracheal tube through the vocal chords in cases where the anatomy would otherwise make intubation difficult. IDC was tasked to work alongside Venner clinicians through all the design phases; from concept through to production, including electronics, compliance and testing.



The Medical Design Excellence Awards are one of the highest accolades in the medical technology community. The awards recognise the design and engineering

expertise of organisations that are responsible for creating innovative products in healthcare.

## **EDITOR'S NOTES**

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### **About Industrial Design Consultancy Ltd (IDC) [www.idc.uk.com](http://www.idc.uk.com):**

Founded in 1972, IDC is one of the UK's leading independent product design consultancies and is based in Datchet, Berkshire. Working with individuals and multinational companies, it focuses on product developments from first idea through to production.

As experts in industrial product development, IDC's experts have designed hundreds of successful products for clients in sectors as diverse as medical, consumer, scientific, automotive and leisure, many of which have won awards.

With a broad team of designers, engineers, model makers and project managers and its in-house workshop and laboratory facilities, IDC is well equipped to support companies with any aspect of product design, development and manufacture.