



Fujifilm SonoSite Wins Silver in IDSA International Design Excellence Awards (IDEA) 2016



[FUJIFILM SonoSite Inc.](#), specialists in developing cutting-edge ultrasound solutions and providing world-leading education to enable point-of-care visualization access, has been named a Silver winner in [the 36th Annual International Design Excellence Awards \(IDEA\)](#) announced by the [Industrial Designers Society of America \(IDSA\)](#). FUJIFILM SonoSite's SII Ultrasound Machine is among more than 1,700 projects from 30-plus countries that competed in IDEA 2016.

"We're extremely excited to have won the Silver at IDEA 2016," said Craig Chamberlin, Director of Experience Design, [FUJIFILM SonoSite Inc.](#) "This award demonstrates that we achieved our design goals of creating a mountable ultrasound system that is functional, efficient, and provides a great user experience."

Developed for regional anesthesia, vascular access and trauma applications, [the SonoSite SII](#) empowers efficiency for clinicians through a simple, yet intelligent interface that adapts to the user's imaging needs. The system is portable and appropriate for multiple hospital environments, including a zero footprint option for space-constrained rooms.

"At the end of the day, SonoSite is helping physicians treat any patient, anywhere, anytime," said Ben Dekock, Industrial Designer, FUJIFILM SonoSite Inc. "We take that to heart and our team put a ton of work into creating a design that puts our users first."

[Jury Chair Cameron Campbell, IDSA](#), led a team of [global design experts](#) to judge more than 600 finalists from June 3 to 6 at the iconic Henry Ford Museum in Dearborn, MI. IDSA announced 63 Bronze winners on July 1. Then on August 17 in a grand IDEA 2016 Ceremony at The Henry Ford— 26 Gold and 47 Silver were honored. "IDEA has an incredible legacy of establishing the best in international design," says Campbell.

IDEA 2016 winners span a wide range of 21 categories such as social impact; medical and scientific

innovations; transportation; home and garden; office; personal accessories; children's products; sporting goods; and much more. IDSA Board of Directors Chair John Barratt—himself a former IDEA jury chair—hails the competition as “the authority on design”—showcasing new designs in products that are used every day, and products featuring first-of-a-kind innovations.

To learn more about the SII Ultrasound System or for more information about FUJIFILM SonoSite, Inc. please visit: <https://www.sonosite.com/uk/product/sonosite-sii>.

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