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## International Design Excellence Award for the HAMILTON-T1



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The Industrial Designers Society of America (IDSA) is the world's oldest and largest, member-driven society for product design, industrial design, interaction design, human factors, ergonomics, design research, design management, universal design, and related design fields. IDSA organizes the renowned International Design Excellence Award (IDEA) competition annually, where, this year, HAMILTON MEDICAL participated with the HAMILTON-T1 – and won Bronze!

The design of the HAMILTON-T1 is based on in-depth market research regarding the needs and requirements of the customers. What emerged was the caregivers' emphasis on intuitive, fairly simple equipment that is rugged, reliable, and offers great flexibility in use. The HAMILTON-T1 fulfills the basic needs to elevate the user experience, simplify training, and ensure life-saving performance in fast-paced, stressful situations. On-site customer analysis also revealed the need for a minimalist footprint to get the machine where it was needed quickly and easily. Throughout development, we have also been mindful of cost considerations and the economic realities of our customers.

**Source:** Hamilton Medical

[www.hamilton-medical.com](http://www.hamilton-medical.com)

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