



## Revo's BLOK Wins iF Product Design Award 2009



**Lanark, 25th November 2008:** Revo Technologies Ltd is pleased to announce that its innovative real wood BLOK iPod sound system is the proud recipient of a coveted iF Product Design Award for 2009.

For over 50 years the iF Design Award has served as a recognised trademark for outstanding design all over the world.

Over an intensive two-day period, an international panel of 28 design chiefs, product designers and creative directors from some of the world's leading manufacturers and design houses were involved in examining and evaluating the competing entries in several adjudication rounds.

The criteria for the iF Product Design Awards consisted of design quality, workmanship, choice of materials, degree of innovation, environmental friendliness, functionality, ergonomics, visualisation of use, safety, brand value, branding and aspects of universal design.

Notably, this is the second consecutive year that REVO has been successful in the annual iF Product Design Awards. Last year REVO's PICO digital radio design picked-up the same accolade.

David Baxter, Managing Director of Revo Technologies said: "We are delighted that the iF committee have chosen to recognise a REVO product for the second successive year. BLOK's unique combination of natural wood, machined aluminium and hi-fi quality acoustics has proved to be a winning one."

This year REVO join a list of winners that includes such notable multi-national companies as Apple, Audi, Canon, Samsung and Sony.

REVO's BLOK will go on permanent display at the iF Product Design exhibition, staged at the Hannover Exhibition Centre from March until August 2009, as well as being part of the online exhibition at [www.ifdesign.de](http://www.ifdesign.de) and the iF Product Yearbook, which contains all of the winners and offers an exciting glimpse into the world of award-winning design. Just 5,000 copies of the iconic publication are produced, and it is distributed worldwide to manufacturers, designers and opinion makers from business, the media and politics.

## About BLOK

In a category dominated by black and white plastic rivals, BLOK sets out to redefine what can be expected from the humble iPod dock.

ABS plastic has been rejected in favour of high quality natural materials, including hand-made furniture-grade wooden cabinets, available in either American walnut or black oak.

And the use of real wood isn't purely for aesthetics, it is fundamental in achieving BLOK's rich, natural sound.

Switches, inlays and bezels are custom manufactured from CNC machined aluminium, for that reassuringly solid, cold-to-the-touch feel that only metal can provide.

Audio performance is of a hi-fi standard, thanks to the inclusion of NXT's patented 'Balanced-Radiator' (BR) loudspeaker technology. BR drive units combine the performance attributes of an NXT flat panel speaker with the pistonic movement of a conventional loudspeaker, resulting in a high performance compact drive unit that can cover a wider range of frequencies while providing even room-filling sound.

The Cambridge-based company also acted as audio consultants on the BLOK project, drawing on their extensive experience in the field of acoustic design.

The result of this collaboration is 40 watts of high resolution digital audio from BLOK's Class D amplifier, a smooth frequency response, expansive sound stage and deep satisfying bass.

Lastly, BLOK comes complete with its own unique remote control, known simply as KONTROL. This ergonomic controller is a harmonious blend of machined aluminium and soft-touch plastics, designed to place full iPod control into the palm of your hand.

BLOK has an SRP of £199.95 and is available exclusively from branches of John Lewis, or online from [www.johnlewis.com](http://www.johnlewis.com) and [www.revo.co.uk](http://www.revo.co.uk)

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## Editor's Notes:

### About Revo Technologies Ltd

Revo Technologies Ltd is a privately owned designer and manufacturer of digital audio products for the DAB, internet radio and iPod hardware platforms.

REVO has its headquarters in custom-built premises in the historic market town of Lanark in west central Scotland.

REVO use the very best of British design talent and are committed to using the best of available technologies, materials and components. REVO products are designed in the UK and assembled in Asia by specialist manufacturing partners to ensure the best possible quality and reliability.

The REVO name first came to prominence in 2005 when the company's first product, the Revo In-Car DAB Digital Radio Adaptor, was picked-up by high street retailers Dixons and Halfords. It later went on to win a number of industry awards

including 'Car Accessory of the Year' from Auto Express magazine and was famously dubbed "DAB for the iPod generation."

REVO has enjoyed further critical and sales success with its Pico portable radio model (available in DAB and Wi-Fi internet radio versions), winner of the highly regarded iF and Red Dot product design awards for 2008.

In December 2007, REVO released its ground-breaking BLIK RadioStation model, the world's first combined DAB and Wi-Fi Internet radio. BLIK RadioStation was also the first radio capable of receiving DAB+ broadcasts straight out of the box, without the need for software updates or upgrades. iPod docking versions of the BLIK range have since been added to the range.

In March 2008, REVO was the recipient a Scottish Enterprise Business Excellence Award, in recognition of its sales achievements in overseas markets.

REVO products are now sold in 27 countries worldwide.

## **Media Contact**

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A range of BLOK product images are available for download at <http://www.revo.co.uk/media/gallery-blok.php>

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