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## **Insight Product Development Wins Red Dot Award**

### *Near&Dear Wearable Takes Home Design Concept “Best of the Best”*

October 7, 2014 – CHICAGO – On September 26<sup>th</sup> Insight Product Development was awarded the Red Dot “Best of the Best” Design Concept distinction for Near&Dear - a wearable technology designed to preserve the independence and autonomy of caregivers and patients alike. Insight’s concept outperformed nearly 4,800 competitive entries from 63 countries to win what is arguably today’s largest and most prestigious international award for design concepts at a professional level.

“We’re honored to have won this important distinction,” says Steve McPhilliamy, Director of Design at Insight Product Development. “As a company that spends so much time in healthcare innovation, identifying the leading needs of so many people ‘near and dear’ to us and developing an elegant design solution that directly addresses those needs is highly rewarding and inspiring.”

Near&Dear allows users to monitor their loved ones when apart, freeing them to maintain their normal lifestyles. The system includes a wearable, base unit, and an app. Worn by the patient, the bracelet tracks vitals in real time and uses the base unit to send activity and health patterns over time to the caregiver’s app. Caregivers are immediately alerted in the event of an emergency. Physiometric sensors within the wearable discreetly track heart rate, temperature, and blood pressure in real time, while an accelerometer monitors activity levels to indicate movement and exercise – or lack thereof.

The system also assesses quality of sleep and visually indicates when a patient is awake or asleep. All data is stored cumulatively, so it can be referenced later by the caregiver. This concept ultimately provides emotional relief and peace of mind to both caregivers and patients by indicating patient status in a readily understood format and providing a simple means of direct communication.

The Insight team responsible for driving the Near&Dear design concept included: Tony Belton – BSME, BFA in Industrial Design and Insight Senior Manager of Industrial Design, Edward Cox, BFA in Industrial Design and Insight Industrial Designer, Miguel Martinez, BA in

Communication Design, MDes, MBA and Insight Senior Interaction Designer, and Alisa Rantanen BFA in Industrial Design and Insight Industrial Designer, under the direction and guidance of Steve McPhilliamy, BA in Industrial Design, Insight's Director of Design.

To see the Insight team's award winning Near&Dear design concept, visit the Red Dot online exhibit at: <http://bit.ly/1vJVgPj>

### **About Insight**

Insight is a design innovation consultancy that uncovers innovation opportunities for clients, designs the technologies and experiences that support them, and drives their development through commercialization. Headquartered in Chicago, our award-winning innovations span dozens of industries, reach more than 30 countries, have earned hundreds of patents, and favorably impacted millions. Our work is informed by a decades-long product development heritage serving highly regulated industries with the most exacting standards. Insight culture allows our multi-discipline team to work as an agile unit to consistently deliver better business outcomes for clients. For more information visit [www.insightpd.com](http://www.insightpd.com)