

HoloMetrix GmbH honoured with the German Innovation Awards in “Gold”

March 25, 2022

With this year's German Innovation Awards, the German Design Council once again honours companies that excel with their new, forward-looking technologies, processes or services.

One of the winners of the German Innovation Awards 2022 in “Gold”—the highest award given by the jury in this competition—is HoloMetrix GmbH.

The company excelled in the “Excellence in Business to Business” competition class in the “Machines & Engineering” category with the “HoloMetrix – Sound HUB”, a positioning aid that significantly simplifies acoustic measurements using augmented reality. In AR glasses, a virtual experimental set-up is presented three-dimensionally in the real environment. This approach eliminates the time-consuming and tedious manual determination of the measuring positions.

“The ‘HoloMetrix – Sound HUB’ enables acoustic measurements using augmented reality for the first time. This not only makes the time-consuming manual determination of the measuring positions a thing of the past but also the marking of the positions with adhesive tape. The measurement process becomes much simpler and more convenient, promises considerable time and cost savings and thus represents a good example of the innovative use of AR to increase efficiency and quality assurance. This is a significant step forward from the usual procedures offering an impressive demonstration of what measurement will look like in the future,” according to the jury’s statement.

“Meaningful innovation adds brand value and leads to more competitiveness and ability to act and thus to more economic growth,” explains Lutz Dietzold, Managing Director of the German Design Council. “It refers to creative solutions that make our daily lives better and easier but above all more sustainable. Protecting the climate and the environment are among the greatest challenges of our time and have implications for every industry. The same is true for the subject of digital transformation. The German Innovation Awards is designed for all those who want to use their innovative strength to contribute to a future worth living for everyone, who want to present their developments to the public for this purpose and position them successfully on the market. And with the annual German Innovation Awards, we honour the best of these innovative achievements.”

The winners of the German Innovation Awards 2022 can be found under the following link:

<https://www.german-innovation-award.de/en/winners/?tx=&chash=e4e035a0aef18cb1d75f695831ebb9b>

Companies from all sectors and areas of the economy as well as non-commercial and governmental organisations from all over the world can participate in the German Innovation Awards. The German Design Council's expert panels decide who is eligible for the award. “This method ensures the independence and excellence of the renowned award,” Dietzold emphasises.

A total of 640 submissions from German and international companies from a wide range of industries were accepted for the German Innovation Awards 2022, including not only many well-known brands but also hidden champions and promising start-ups.

The entries were judged by an international, interdisciplinary jury bringing together a diverse range of expertise, including product design, marketing, computer science, history of technology, physics, patent consultancy and financial services—an impressive breadth of expertise that guarantees an individual, expert assessment.

The German Innovation Awards was presented in a total of 40 categories divided into two competition classes: “Excellence in Business to Consumer” and “Excellence in Business to Business”.

The gala award ceremony will take place on 24 May 2022 at the Futurium in Berlin.

German Design Council

The German Design Council has acted as one of the world’s leading competence centres for communication and knowledge transfer in the field of design, brand and innovation since 1953. With international programmes, promotion of upcoming entrants to the industry and memberships, it is part of the global design community and has contributed to establishing exchange and networks worldwide for many years. Through events, congresses,

awards, jury sessions and expert panels, the German Design Council networks its members and numerous other international design and brand experts, promotes discussion and delivers important stimuli for the global economy. Its membership currently includes more than 350 companies.

Contact

German Design Council

Janine Wunder, Vice President Communications and Marketing

Tel +49 (0) 69 24 74 48 699

E-mail: presse@gdc.de www.gdc.de