

## Carbon Design Group

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### Carbon Collaborations Capture Three Good Design Awards

**Seattle, WA. January 20, 2012.** World-recognized product development consultancy Carbon Design Group and its clients have been recognized with three 2011 Good Design Awards.

The 2011 Good Design Awards were recently announced by the Chicago Athenaeum's Museum of Architecture and Design and the European Centre for Architecture Art Design and Urban Studies. The competition's expert jury selected winners based upon high design and innovation.

"We're delighted that our collaborations have been recognized in this way," says Carbon Design Group president Dan Blase. "Product development is very much a team sport, and it's always gratifying to see the synergy between Carbon and our clients create great results."

As part of Carbon's long history with the Redmond giant, two Microsoft/Carbon collaborations were recognized in the Electronics category. The first, the **Microsoft Express Mouse**, was developed working closely with the [Microsoft Hardware User Experience Team](#). The playful, affordable Express Mouse challenges the perception that wired mice are inherently uncool. In truth, wired mice are cool. They don't run out of batteries, they never lose connection, they're more environmentally friendly, and they cost less than their wireless cousins. The colored cable is treated as an integral part of the product, rather than as an afterthought. It wraps around the product, forming a visual and tactile bumper. The cord exits from the front left corner, adding character and relieving cable stress for right-handed users. The simple, clean silhouette allows the cable to remain highlighted and makes wired cool again.

The second Microsoft/Carbon collaboration to garner a 2011 Good Design Award was the **Microsoft Touch Mouse**—the first multi-touch mouse from Microsoft. The Microsoft Hardware User Experience Team worked with Carbon to explore what it meant to give form to a multi-touch mouse experience. The final result clearly communicates that it's a mouse and that it's an entirely new kind of mouse. To facilitate multi-touch commands, which involve a wide array of finger combinations and strokes, the multi-touch surface extends seamlessly across the top and down the sides of the mouse. A subtle indication tells users where the left and right-click zones are. The touch surface itself is indicated by a finely textured pattern that references the underlying capacitive touch array. By merging a multi-touch surface with the form factor of a traditional mouse, the Touch Mouse was designed to introduce multi-touch computing to a new audience.

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Recognized in the Medical category, the **PleuraFlow® Active Tube Clearance® System** is the first chest tube with a mechanism for actively clearing blood clots. After heart or lung surgery, chest tubes are installed to drain fluids and air. Unfortunately, these tubes routinely clog with blood clots and debris, putting the patient at risk for potentially fatal complications. With PleuraFlow, a guide sleeve outside the tube is connected via magnetic coupling to the internal guide wire. This allows the nurse to manipulate the wire by shuttling the guide sleeve back and forth along the tube. This configuration enables nurses to prevent blockages by quickly clearing debris build-up—even the unseen build-up inside the chest cavity—without breaking the sterile field. Designed and developed for [Clear Catheter Systems](#) and manufactured by [Xeridiam](#), PleuraFlow aims to deliver better patient outcomes while reducing pain in the post operative recovery after heart surgery.

All awarded products and graphics are published in the 2011-2012 Good Design Yearbook and available online.

High resolution images available for download at: [www.carbondesign.com/press/gooddesign2011](http://www.carbondesign.com/press/gooddesign2011)

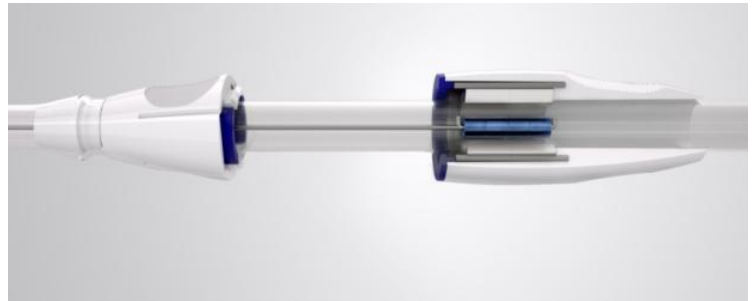


Microsoft Express Mouse



Microsoft Touch Mouse

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PleuraFlow™ Active Tube Clearance™ System

### About Carbon Design Group

Carbon Design Group is a full-service product development consultancy based in Seattle, Washington. Carbon lives at the intersection of technology and design. We delight clients by blending insightful research, thoughtful design, and end-to-end engineering expertise. We apply informed intuition and inspired ingenuity to create stand-out products and experiences that connect. Our holistic approach minimizes risk, speeds time to market, and delivers results that resonate. Carbon is widely recognized for innovation and for the development of iconic product families. Our portfolio of clients includes GE, Intel, Medtronic, Microsoft, Panasonic, Philips, Xbox, and many more. To learn more, visit [www.carbongroup.com](http://www.carbongroup.com).

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