



Again Awarded !



The Vitaphone PICO is again awarded, now as good industrial design by the Dutch designers organization designlink.

On the 10th of December the awards for good industrial design were presented at the University of Rotterdam. Out of hundreds of subscribers the jury rewarded 57 products in different sections. *PICO is one of the winners for good design of the total product including the unique service.*

At the event 6 products received a SPECIAL Award.

The 6 classes of special Awards are:

Respect, Functionality, Ergonomics, Design, Originality and Materials.

We were pleasantly surprised that the jury **rewarded the PICO with the SPECIAL Award for Respect.**

Respect for environment, for healthcare, for user, for society etc.

Translation of the jury report:

Smart cartridge for self-medication

Pico is a smart medicine dispenser. The device ensures that people take their prepackaged medication at home at the correct moment. For this Pico delivers a sound indicator at the correct time.

A bar code system registers then whether the correct medication is taken. When the user does not take his medication or he picks the wrong pouch the device then informs, by means of modern communication techniques, the applicable home care, family or physician of the missed medication intake moment.

One reservation: Pico does not check if someone has also effectively taken his medication.

No problem according to the jury, because that affects one's freedom of choice and that must be respected.

Pico includes also an important environmental component. Because it is no longer necessary that someone visits a patient at home especially for the medication, much less transport movements will be made. Thus car kilometers plus the accompanying pollution are reduced.

Furthermore the ingenious, compact and user-friendly Pico stimulates the acceptance of telemedicine services.

And finally: according to international research projects it saves society much money when people take their medication in time, it prevents acute hospital admissions etc.

In conclusion: Pico anticipates on the interests of people, environment and society and therefore deserves this Special Award