

Fujifilm wins “Red Dot Award: Brands & Communication Design 2022” with the record seven products and services
The 3D image analysis system “SYNAPSE VINCENT Ver.6.1” receives the highest honor award

TOKYO, August 31, 2022 -- FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto) is pleased to announce that seven of its products and services have been selected in “Red Dot Award: Brands & Communication Design 2022” a design award program organized by Design Zentrum Nordrhein Westfalen based in Essen, Germany. The winners include the 3D image analysis system “SYNAPSE VINCENT Ver.6.1*1,” which has received the program’s highest-ranked “Best of the Best Award.” Fujifilm sets its highest record with 7 products and services winning the prestigious “Red Dot Award: Brands & Communication Design”.

*1 Product name in Europe is “SYNAPSE 3D Ver.6.1”.

The Red Dot Design Award is an international design award program launched in 1955. It is considered as one of the world's three most prestigious design awards, alongside Germany's “iF design award” and the United States' “the International Design Excellence Awards (IDEA)”. The program consists of three categories, namely Brands & Communication Design, Product Design and Design Concept. The Brands & Communication Design category is awarded to products and services with design excellence in a variety of areas including branding, advertising, packaging, UI (user interface) and UX (user experience).

The seven Fujifilm products and services have received high recognition in design excellence, functionality, creativity, awareness and competitor differentiation. As announced in April, 20 of Fujifilm products*2 also won the honor in the Product Design Category.

*2 Twenty products including mirrorless digital camera and ultrasound diagnostic imaging system

In developing all of its products and services, Fujifilm not only pursues product functionality and performance, but also engages in design development that leverages superior functionality and performance to the maximum extent. Fujifilm will continue to work on creating designs that not only have beautiful appearance but also reflect commitment to offering portability and operability for ease of use and comfort, thereby creating new values.



reddot winner 2022
best of the best

“Best of the Best Award” logo



reddot winner 2022

“Red Dot Design Award 2022” logo

<Winners of “Red Dot Award: Brands & Communication Design 2022”>

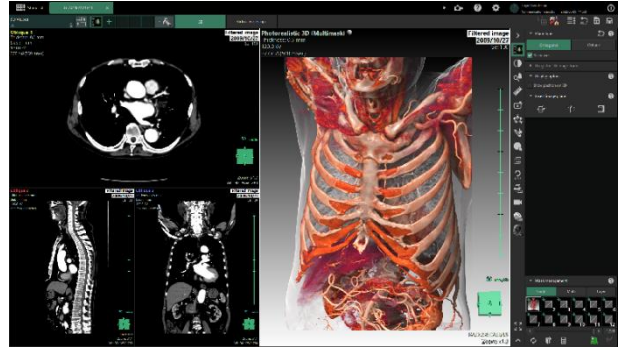
3D image analysis system “SYNAPSE VINCENT Ver.6.1” [Best of the Best Award]

SYNAPSE VINCENT is a 3D image analysis system that creates high-resolution 3D images from cross-section CT and MRI images for analysis.

This allows 3D visualization of lesions that cannot be easily identified in 2D scans, their relative positions between organs and blood vessels, blockage of blood vessels, and shape of polyps. The system is designed to reduce the workload of radiologists at the clinical scene, and boosts doctors’ efficiency in reading workflow.

The system’s advanced usability has won high recognition from the market, including user-customizable UI design and uniform operability between applications.

This is the first time Fujifilm’s products and services have won the “Best of the Best Award” in the Brands & Communication Category.



Intensive hydrating cream “ASTALIFT Opme”



Men's skin care series “ASTALIFT MEN” STARTER KIT



Image-stabilized binoculars “FUJINON TECHNO-STABI TS-X 1440/TS12X28/TS16X28”



Software for GFX Series of mirrorless digital cameras “FUJIFILM Pixel Shift Combiner”



Hybrid instant camera “instax mini Evo”



Reagent Labels Design Relaunch



* This news release is issued by FUJIFILM Corporation in Japan. Fujifilm makes no representation that products on this news release are commercially available in all countries and regions (including US and EU). Approved uses of healthcare products vary by country and region.

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