



Press release, 27 March 2014

## Grand Gala Evening for the Most Innovative Brands 2014

### Plus X Award announces date for European broadcast

Today, the Plus X Award has announced the date for the broadcast of the coming Plus X Award Night 2014. The TV show for the Gala Night of the world's largest innovation award for technology, sports and lifestyle will be broadcast Saturday, 28th June at primetime, 8.15 pm. Partner of the Award is – as last year – the family channel ANIXE HD. The show will be transmitted euro-wide via Astra satellite and in German cable networks by ANIXE HD in brilliant Full-HD and generates a technical coverage of 28 million households in Germany alone.

The prominently staffed event traditionally gathers several hundred top decision makers for the awarding of the certificates to the Most Innovative Brands of the Year. Numerous guests from industry, retail, media as well as public figures from society and politics make the Plus X Award one of the important cross-industry events of the year.

With regards to the outstanding location, Donat Brandt, President of the Plus X Award, promises an unforgettable evening: „We are proud to offer an impressive location and a stately setting with the former plenary hall of the German Bundestag, now under monumental protection. I look forward to a highly entertaining evening and I am very proud to welcome the most innovative manufacturers from all over the world at the Place of the United Nations.“ This central idea of the event is visualised by the „Road to Germany“ Logo which is integrated in the marketing material regarding the Plus X Award Night.

The former plenary hall of the German Bundestag in Bonn, located directly at the Rhine River, is one of the most beautiful and modern parliamentary buildings in the world. Here, the Members of Parliament met from 1992 to 1999. The large plenary hall accommodates up to 1,230 people. An elaborate construction, especially built for the Plus X Award Night above the former government bench, holds the spectacular stage of the gala event.

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Press contact:

Sebastian Starck  
Director Marketing & Public Relations  
Phone: +49 2181 28595-0  
Fax: +49 2181 28595-199  
Email: s.starck@plusxaward.de  
Web: www.plusxaward.de

About Plus X Award:

With a international and independent panel of judges from 25 industries, 22 competent partners and a marketing investment of more than 25 million EUR, the Plus X Award is the world's largest competition for technology, sports and lifestyle. Plus X Award seals of approval are conferred upon products judged to possess at least one "Plus X" factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological features, along with the use of high quality material add up to sustainable products with long lasting value and are also honored by the Plus X Award. The competition was created as a brand marketing tool and is being conducted for the eleventh time in 2014.

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