



PLUS X AWARD®

Year 2014 ends with Plus X Award Night

Rebroadcast on New Year's Eve

In June this year, the former German capital Bonn featured the eleventh Plus X Award ceremony. More than 400 invited guests enjoyed an entertaining, exciting premium gala evening. It made Bonn the capital for a day once more: the capital of innovation. According to the motto of the Plus X Award Night 2014 - „Road to Germany“ - brand representatives from all over the world gathered at the Place of the United Nations.

At the end of the Year 2014, there will be another TV broadcast of the award ceremony. The family channel ANIXE, cooperation partner of the Plus X Award, will show the Plus X Award Night on 31st December 2014 at the prime time 8.15 pm in full length. Thus, the TV viewers will enjoy the award ceremony of the world's largest innovation award for technology, sports and lifestyle all over Europe via satellite; more than 28 million households in the German cable network can also see the show. Additionally, during the broadcast, the show will be exclusively presented as HD stream on www.plusxaward.de.

Donat Brandt, host and president of the Plus X Award, greeted the numerous top decision makers from industry and retail as well as selected personalities from society, media and politics in the dignified atmosphere of the plenary hall of the first German Bundestag. The impressively designed stage under the orange-illuminated "Bundesadler" in combination with the carefully floodlighted hall formed the perfect environment for the Plus X Award Night.

During the evening, 23 brands from different industries in technology, sports and lifestyle received their golden, nearly seven kilo heavy "Most Innovative Brand" trophy from the members of the panel of judges of the Plus X Award. For the first time, the special prize "Young Innovator Award" had been commemorated. It was handed over to the apprentice project "reengine racing". Several show parts created high-level entertainment. Singer-Songwriter Jona Selle as well as the West-bunch-Live Gospel ensemble (which had a performance specifically produced for the final picture of the show) enthralled the audience.

Until 15th January 2015, manufacturers can hand in their products for the Early Jury, the first participation phase for the Plus X Award in 2015. The respective

Press Release

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The world's largest contest for
innovative technologies, sport
and lifestyle products

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Product Service



PLUS X AWARD®

form is available without any commitment on www.plusxaward.com

About the Plus X Award:

With an international and independent panel of judges from 27 industries, 23 strategic partners and more than 600 participating international brands, the Plus X Award is the world's largest innovation award 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 innovation award was initiated to strengthen brands, trade and commerce and support consumers in their purchasing decisions. In 2015, Plus X Award is celebrating its twelfth anniversary.

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