

# Press Release

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**Nexera series LC-40 and UV-1900**

## **Red Dot Design Award 2019 for two Shimadzu instruments**

**Red Dot appraises the best products created every year /**

**Experience New Benchmarks: the Nexera UHPLC series LC-40 /**

**Fastest scan function worldwide: the UV-1900 UV-Vis spectrophotometer**

Shimadzu, one of the world leaders in analytical instrumentation, has been awarded two Red Dot Design Awards 2019 in the product design category for its new Nexera UHPLC series LC-40 and UV-1900 UV-Vis spectrophotometer. Already in 2013 and 2018, Red Dot Design Awards were dedicated to Shimadzu's VESTA Vacuum and Pressurized Sintering Furnace, the AIM-9000 Infrared Microscope and the IRSpirit Fourier Transform Infrared Spectrophotometer series.

The Red Dot Design Award is one of the 3 major design awards in the world, alongside the German iF Design Award and the US IDEA Award. In 2019, manufacturers and designers from 55 countries submitted the designs of more than 5500 products to the product design category. Based on the quest for "excellent design and innovation", experienced designers in various fields judge products based on innovation, functionality, quality, ergonomics and durability.

Red Dot represents the best in design and business. The award covers the areas of product design, communication design and design concepts. Red Dot looks back at a tradition spanning more than 60 years and appraises the best products created every year.

The award ceremony was held in Essen in northwestern Germany on July 8, 2019. An actual Nexera series instrument and an explanatory panel showing the UV-1900 will be displayed in the city's Red Dot Museum for the next year.

**Experience New Benchmarks: the Nexera UHPLC series LC-40**

HPLC systems are able to quantitatively analyze substances in mixtures containing multiple ingredients by separating and detecting target substances. The “Nexera Series” applies groundbreaking technology in terms of intelligence, efficiency and design. By incorporating Internet of Things (IoT), Artificial Intelligence (AI) capabilities and sensor technology, the instrument’s users benefit from simplified workflows and increased laboratory efficiency. Running costs are reduced while supporting an environmentally-friendly lab.

**Fastest scan function worldwide: the UV-1900 UV-Vis spectrophotometer**

Spectrophotometers measure the intensity of light absorption and emission of chemical substances. They are used in Research & Development and quality control in a wide range of fields. Demand for these instruments is increasing, even in newly emerging countries. Equipped with the ultrafast scan function for data acquisition, the UV-1900 is capable of high-accuracy quantitative analysis and detection of low-concentration components. Its easy-to-use color touch panel supports excellent operability.

**Web summary**

Shimadzu has been awarded two Red Dot Design Awards 2019 in the product design category for the new Nexera UHPLC series LC-40 and UV-1900 UV-Vis spectrophotometer. By incorporating Internet of Things (IoT), Artificial Intelligence (AI) capabilities and various sensor technologies, the “Nexera Series” applies groundbreaking technology in terms of intelligence, efficiency and design. Equipped with the ultrafast scan function for data acquisition, the UV-1900 is capable of high-accuracy quantitative analysis and detection of low-concentration components.



**Figure 1:** Shimadzu's Nexera UHPLC series LC-40 has been awarded a Red Dot Design Award 2019.



**Figure 2:** One of the winners of the Red Dot Design Award 2019 in the product design category: Shimadzu's UV-Vis spectrophotometer UV-1900.



**Figure 3:** Red Dot Design Award ceremony in Essen on July 8, 2019.

Web link: [www.shimadzu.eu/awards-of-shimadzu](http://www.shimadzu.eu/awards-of-shimadzu)



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