

## **Toshiba Elevator and Building Systems Corporation**

### **For Immediate Release**

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### **Toshiba's Destination Control System FLOORNAVI Wins Gold Award at iF DESIGN AWARD 2020**

Kawasaki, Japan – Toshiba Elevator and Building Systems Corporation (TELC) has been awarded with the top distinction in this year's iF DESIGN AWARD, the iF gold award. From 7,298 submissions, only 75 were awarded the gold by the independent expert iF jury.

The winning [FLOORNAVI](#), won a gold award in the discipline Product, in the Public Sector / Government category. The jury released the following statement regarding its decision to issue FLOORNAVI the gold:

“Toshiba has designed an efficient elevator (destination) control system in line with universal design to cater to the needs of able and disabled people. AI allows for floor destinations to be bundled effectively, reducing waiting time. The simple and easy interface is readily adaptable to various architecture contexts.”

FLOORNAVI allows passengers to specify destination floors before embarking elevators and guides them to appropriate cars to reduce the number of floors at which they need to stop. Since passengers do not need to push floor buttons in the car, they can get in and out of the car smoothly even when it is congested.

Iconic ring-shaped icons and the chest-high operation panel allow comfortable operations. A full-scale mock-up is used to verify the usability to make FLOORNAVI easy to use for diverse people, including those in a wheelchair. FLOORNAVI helps greatly reduce the elevator travel time during the peak time, reducing passengers' stress.”

TELC has been expanding its business operations outside of Japan with a strong focus in Southeast Asia, India and the Middle East to grow its global portfolio. This is in response to the rapid construction of high-rise buildings in tandem with the global economic growth, fuelling the demand for high quality product development, production and

maintenance of elevators and escalators for increased social mobility.

Most recently in 2018, TELC established Toshiba Elevator (Vietnam) Limited Liability Company, in Ho Chi Minh City, Vietnam. TELC had earlier entered the market from 2014 through a partnership with a local company and this reaffirms the company's commitment to strengthen sales activity and offer high quality field services in the fast growing Vietnam market.

TELC will continue to strengthen system development, production, enhancing sales channel and sales partnerships for expansion in the global market. Responding to customers' expectations and requirements for safe and pleasant elevators, TELC will continuously pursue further innovation and improvement and enhance its technology to provide customers with the highest quality products and services.

For more information about FLOORNAVI, please contact us via our [website](#).

### **About Toshiba Elevator and Building Systems Corporation**

Toshiba Elevator and Building Systems Corporation (TELC) was established in 1967 and started global operation in the early 1970's. TELC has built a framework that encompasses all aspects of Toshiba's elevators from product and system development to production, installation, adjustment, maintenance and services in order to provide customers with the highest quality products and services.

Utilizing the comprehensive technological infrastructure developed by Toshiba Corporation over more than 140 years since its foundation, we aim to further enhance the world-leading technology and quality that enabled us to develop ultra-high speed elevator, harnessing the full range of Toshiba's technological innovations.

### **About the iF DESIGN AWARD**

For 67 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture, as well as Professional Concepts. All awarded entries are featured on the iF WORLD DESIGN GUIDE, in the iF design app and are displayed at the iF design exhibition in Berlin.





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