

City based Ticket design's Ticket to success

Pune based Ticket Design won the prestigious Business World NID Award 2008 for Design Excellence for two of its product designs, Divinet Multiplay Device and Messung NG2KPlus an industrial computer (PLC).

Pune, Maharashtra, August 26, 2008 /[India PRwire](#)/ -- Pune based Ticket Design won the prestigious Business World NID Award 2008 for Design Excellence for two of its product designs, Divinet Multiplay Device and Messung NG2KPlus an industrial computer (PLC). These products have been ranked as one of the best Indian Product designs of 2008.

Based in Pune, Ticket Design is headed by, Balkrishna Mahajan and Nishma Pandit. The multiplay device designed for Pune based Divinet has received this recognition for its user centered industrial design, simple icon based interfaces and an evolved sense of aesthetics whereas the NG2KPLUS developed by city based leading Industrial Automation company Messung, has won for its clean, clutter free and safe design.

Mr Anand Mahindra, MD of Mahindra and Mahindra, and the Chairman of the jury remarked that the design solutions were simple yet refined solutions. He also commented that these products were fine examples of design and also referred to Ticket Design as design missionaries taking design across the industries.

The award was conferred upon Ticket Design at the hands of Mr Montek Singh Ahluwalia, Deputy Chairman, Planning Commission of India, at a function in New Delhi on Saturday 9th Aug 2008 attended by dignitaries from the Design industry. This is the second time in a row Ticket Design is winning this award. Last year's winner, a vehicle tracking system designed by Ticket for Tata Motors went on to win the International Appliance Design award USA.

Multiplay Device:

The product developed by Divinet Access Technologies Ltd is an intelligent interactive device which connects to a television set on one end and the telephone modem on the other end to bring Cable TV channels, video on demand, video conferencing, TV to TV SMS, internet and tele education right into the living room. The product uses large accessible keys, enhanced ergonomics and a simple architecture. The technology has been developed by Divinet. Multiplay service has been successfully launched by BSNL in Pune in March 08 and will soon expand to 20 cities.

" In terms of its positioning for the multiplay device the product was unique, and hence the product design challenge was to communicate this through its form, presence and functionality and break away from the intimidating feel of electronic gadgets like VCR / DVD players" says Nishma Pandit, Founder and ID Specialist.

NG2K (NexGen 2000 Plus) is a programmable logic controller (PLC), developed by Automation major Messung, Pune. It is a compact dedicated computer for industrial applications. It is used for automation of processes and provides extended controls for machines and its parameters. This product is a vital part of any modern shop floor. With a unique visual language, enhanced ergonomics, high quality, ease of wiring and user safety, the product is expected to double its current sales.

As per Balkrishna Mahajan, Director, Principal Designer, *"This award is an encouragement for creating simple and elegant solutions that touch the lives of users and all stake holders in a positive way. We are proud to be associated with Divinet and Messung and thank them for giving us the opportunity for making a design difference and partnering in their design endeavors"*

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