



News Release

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SANYO's 'enloop universe products' design recognized with IDEA Award in the US

'enloop solar charger' and 'enloop air fresher' selected to win awards

Tokyo, July 22, 2008 ---- SANYO Electric Co., Ltd. (SANYO) is pleased to announce that its 'enloop solar charger' which charges the 'enloop' rechargeable battery with solar energy, and 'enloop air fresher', a portable air purifier with proprietary 'virus washer' technology that cleans the air with the power of water, received the Bronze prize of IDEA, the 'International Design Excellence Awards'. IDEA is a prestigious design award in the US, which bases the judging on a number of criteria, including the appearance of the design, user benefits and ecological benefits.

This is the first time for SANYO to receive an IDEA award. The 'enloop universe' products have in the past been awarded a Gold Prize from the 'Good Design Awards 2006' and the 'enloop solar charger', as one of the 'enloop universe' products, was awarded the Grand Prize for the Good Design Award 2007 in Japan. Internationally, both the 'enloop' and 'enloop solar charger' have been awarded the iF Design Award 2008 in Germany.

SANYO will continue to develop products that are environmentally conscious not only in function and performance, but in concept and design, to gain world recognition.

Award Category: Commercial & Industrial, Bronze
Awarded Product: 'enloop solar charger' (N-SC1S)
'enloop air fresher' (CAF-VW10TG)

About The IDEA Award

Co-sponsored by the IDSA (The Industrial Designers Society of America) and BusinessWeek Magazine, IDEA is an international design award program dedicated to fostering business and public understanding of the importance of industrial design excellence to the quality of life and the economy. Categories are not limited to industrial products but also include packages, software, entertainment, research, and student products. Judging is based on 8 criteria: 1) design innovation, benefits in the areas of 2) societal, 3) user, 4) client, 5)ecological, 6) visual appeal/aesthetics, 7) usability testing and reliability, as well as 8) internal factors and methods including implementation. In 2008, a total of 205 winners consisting of 35 Gold winners, 77 Silver winners and 93 Bronze winners were selected under 17 categories out of 1,517 entries from 27 countries. For more information please see the IDEA website at <http://www.idsa.org/idea2008/index.html>.

About enloop universe products

'enloop universe products' are a product series developed on the concept of "looping energy". SANYO's 'enloop' battery is the embodiment of this concept, which proposes a lifestyle focusing on reusing and recycling energy resources. For more information, please see: <http://www.sanyo.co.jp/enloop/index.html>

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