

DATRON AG Receives Red Dot Award for Control Software

DATRON next receives the prestigious Red Dot Award in the category Communication Design for the first time

Mühlthal, 13th September, 2016 - The future of manufacturing technology and thus the future of work are among the key aspects of DATRON's product development. Functional design but in particular measurable customer benefits were a priority in the conception of the new DATRON control software DATRON next. This resulted in [DATRON AG](#) recently being awarded the Red Dot Award: Communication Design, thus receiving a prize in the Category User Interface Design for the first time.

In a highly complex technology world, [DATRON next](#), the control software of the brand new and revolutionary 3-axis milling machine [DATRON neo](#), stands out particularly through its easy to understand operating concept. DATRON next convinced the international Red Dot jury members owing to its ultimate user-friendliness and high design quality for which the DATRON in-house design department is responsible. In the age of the fourth industrial revolution, DATRON AG sets new standards in the field of tool machines with DATRON neo and DATRON next.

Based on the Plug & Play principle, even less experienced operators and HSC beginners can control the 3-axis milling machine DATRON neo right away using the easily understandable DATRON next software. The user interface is intuitive for the user due to its control style via swipe gestures similar to a smartphone and the software interface in tile design. Using wizards and an integrated camera, the machine operator is led through the milling programme in just a few steps and aided by self-explanatory icons and realistic tools and components shown in 3D for fast identification of various machine functions.

Gregor Leinfelder (28), Head of Product Management at DATRON, considers the first Red Dot Communication Award as the first confirmation of a highly successful R&D approach: "In developing the new DATRON next control software, we have taken into account the change of generation among operators. In particular, the combination of smartphone-like use via a multi-touch display and the interior camera offer newcomers to milling the hitherto easiest entry into CNC-milling."

DATRON AG could already rejoice in July over its fourth Red Dot Industrial Design Award, received this year for its revolutionary 3-axis milling machine. The Communication Design Award for DATRON next is thus the fifth Red Dot award received by DATRON AG due to the work of the in-house design team led by Frank Wesp (40).

About DATRON AG:

DATRON AG develops, produces and sells innovative CNC milling machines for the processing of future-oriented materials such as aluminum and composite materials, dental milling machines for the efficient processing of all common dental materials in dental laboratories, high-speed milling tools and high-performance dispensing machines for industrial sealing and bonding applications. With the help of latest technology, backed by numerous patents and the integration into a comprehensive service package, DATRON offers unique solutions.

DATRON machines are characterized by a high quality and efficiency at very low power consumption. DATRON systems, among others, are used in electrical engineering, metal, plastic and automotive industries, aviation and in dental technology. Over 2,000 machines customers, domestic and foreign, trust in the proven DATRON technology.

DATRON has been on a profitable growth path for years. Thus, sales of around EUR 42.6 million were achieved with more than 25 sales partner worldwide in 2015. Currently, DATRON employs around 240 People. The company has received many awards during recent years. The consulting firm Munich Strategy Group (MSG) ranks DATRON among the most innovative SMEs in Germany (DATRON achieved position 30), published in an independent study at the end of 2015, and further ranked DATRON as a TOP 100 company. Most recently DATRON AG received the "Customer Champion 2016" award at the end of April and the RedDot Industrial Design Award 2016 for the brand new industrial CNC milling machine DATRON neo.

More information can be found under www.datron.de.