Press release

**Award-Winning Design –**   
**Red Dot Award: Product Design 2020**   
**for Cameo F4 and Palmer MONICON XL**

**Neu-Anspach, Germany – April 15, 2020 – the Adam Hall Group can once again look forward to receiving Red Dot Awards in the Product Design category in 2020. Three products were distinguished with the internationally renowned Red Dot Award 2020: the Cameo F4 Series LED Fresnel spotlights, the Palmer MONICON XL monitor controller, and the Palmer STUDIMON 5 studio monitors.**

Once again a German Design Award recipient, the Adam Hall Group, based in Neu-Anspach, Hesse, is further motivated to continue pursuing its path of developing innovative event technology solutions in close cooperation with its customers. Both the LED Fresnel spotlights for TV, film, and theater applications and Palmer’s indispensable studio tools embody the characteristic design of the respective brands, offering professional users a well-thought-out combination of functionality, user-friendliness, reliability, performance, and high-quality appearance for various day-to-day applications.

**Cameo F4**

Unlike numerous competitors, whose spotlight designs seem to be inspired by a stealth bomber’s unobtrusively sleek design, Cameo employs a natural design language, such as a bracket that integrates organically into the housing, much like a joint.

Theaters, in particular, have many strict requirements. For example, the cooling system has to be extremely quiet, the spotlights must operate quickly and efficiently, and the housing must flexibly integrate into different installation environments. The F4 Series’ product design fulfills all of these aspects while keeping a distinct yet elegant character based on curved lines and organic shapes.

**Palmer MONICON XL AND STUDIMON 5**

The Palmer brand originally stood for practical analog musician tools. Today, however, the manufacturer has set its focus on the professional market and serves the needs of commercial studios and real audiophiles. This can be seen in the MONICON XL monitor controller’s design and in the matching studio monitors from the STUDIMON Series.

Palmer underlines the human element behind the technology with its unique signature design. The orange-colored elements help here by conveying warmth and openness despite featuring a minimalistic design.

**Experience and Expertise**  
The Red Dot Award: Product Design is one of the world’s largest design competitions. The international jury made up of experienced experts from various fields has been coming together for more than 60 years to seek out the best designs. During an evaluation process lasting several days, they try out the products, discuss them, and ultimately make a well-founded decision regarding the design quality of the submitted entries. True to the motto “In search of good design and innovation,” they consider such criteria as the degree of innovation, functionality, formal quality, durability, and ergonomics in their evaluation.

As part of the awards, the Cameo F4 Series, the Palmer MONICON XL, and the Palmer STUDIMON 5 are featured in the Red Dot Design Museum Essen in the “Design on Stage” exhibition, which has all the award-winning products on display. The products are now also available to see in the Red Dot Design Yearbook, online, and in the Red Dot Design App.

**More information:**  
[red-dot.org](https://www.red-dot.org/)

[cameolight.com](https://www.cameolight.com/en/)

[palmer-germany.com](https://www.palmer-germany.com/en/)

[adamhall.com](https://www.adamhall.com/gb-en)  
[blog.adamhall.com](https://blog.adamhall.com/en/)  
[event.tech](https://www.adamhall.com/gb-en)

#RedDotAward #ProLighting #ProAudio #EventTech #ExperienceEventTech

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distribution company that provides event technology solutions to business customers worldwide. Its target groups include retailers, dealers, live event and rental companies, broadcast studios and AV and system integrators in both the private and public sector, as well as industrial flightcase manufacturers. The company offers a wide range of professional audio and lighting technology as well as stage equipment and flight case hardware under its own brands LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall®.

Founded in 1975, the Adam Hall Group has developed into a collection of modern, innovative event technology companies. This includes the logistics park with 14,000 square metres of warehouse space at its corporate headquarters near Frankfurt am Main, Germany. Through its focus on value and service orientation, the Adam Hall Group has been presented with a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as ‘Red Dot’, ‘German Design Award’ and ‘iF Industrie Forum Design’. In a collaboration with ‘Studio F.A. Porsche’ design agency, LD Systems® most recently introduced a groundbreaking vision in pro audio design with its MAUI® P900 modern column PA system, which than also received the ‘German Design Award’ for excellent product design. Further information about the Adam Hall Group can be found online at [www.adamhall.com](https://www.adamhall.com/gb-en).

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