

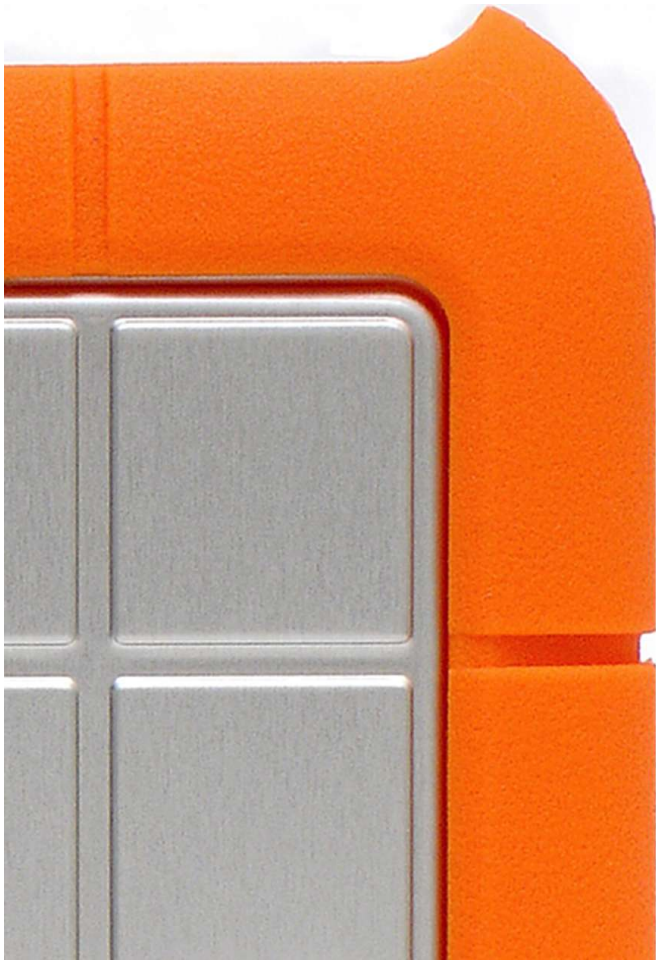
# neil poulton

## product and industrial design

**press release : poulton wins "l'observeur du design 2007". twice.**  
**paris, france, tuesday october 10th, 2006** - only two days after scotland's "unmerited" victory over the french football team, scottish designer neil poulton has been awarded two prestigious "étoile de l'observeur du design 2007" prizes...by the french. poulton took the apci prizes for two different external hard drives, the "rugged" and the "little big disk", both designed for lacie. on the subject of the shock-protected "rugged" drive, poulton says "you can kick it around like a ball..."

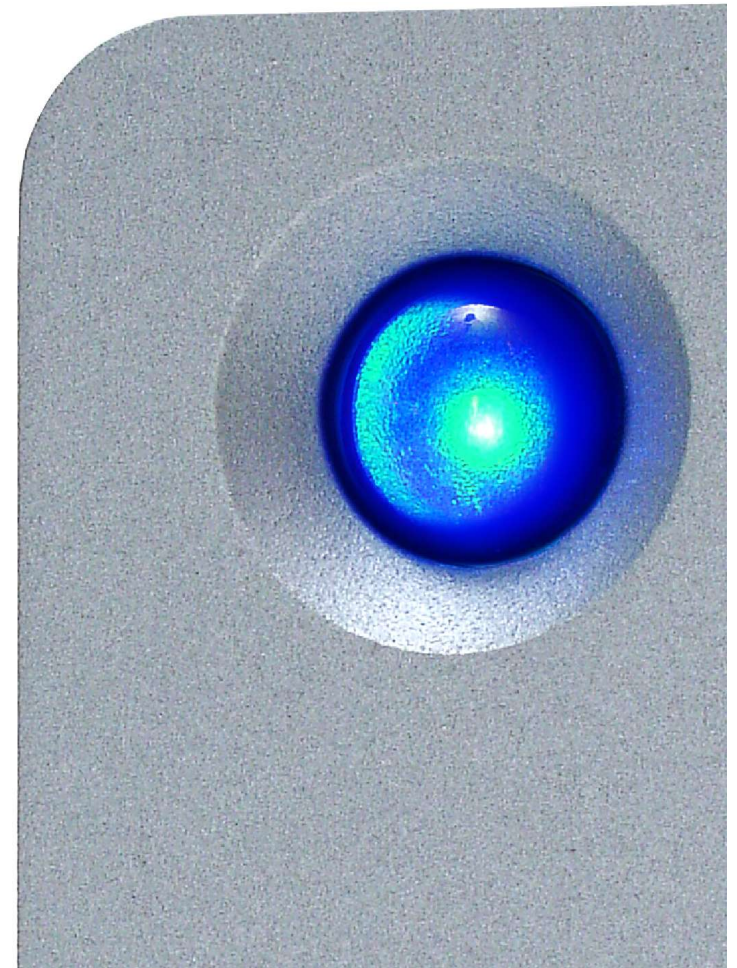
**communiqué de presse: poulton gagne les étoiles...deux fois**  
**paris, france, mardi 10 octobre 2006** – uniquement deux jours après la victoire "peu méritée" de l'équipe de football d'écosse sur la france, le designer écossais neil poulton a reçu deux prix prestigieux décernés par... les français. poulton a gagné deux "étoiles" de "l'observeur du design 2007" pour des disques durs externes créés pour lacie ; le "rugged" et le "little big disk". parlant du "rugged", disque dur protégé contre les chocs, poulton dit, "vous pouvez toujours aller jouer au foot avec..."

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## neil poulton

"rugged" hard drive • poulton for laacie, 2006 • photo's by ouah ouah design



neil poulton

"little big disk" hard drive • poulton for laacie, 2006 • photo's by ouah ouah design

## LaCie Official Press Release : Rugged (English Version) LaCie Unveils a Hard Drive for Hard Knocks: The Portable LaCie Rugged with FireWire 800

- \* Rugged, portable storage in capacities of 80GB/100GB/120GB
- \* Drop-resistant aluminum alloy design with rubber bumper
- \* With versatile Triple Interface (FW800/FW400/USB2) and 7200rpm
- \* Bus-powered for true plug-and-play convenience

LaCie unveils a tough and speedy portable hard drive for people on the go: the LaCie Rugged Hard Drive with Triple Interface designed to protect data against everyday bumps, bruises and hard knocks of the real world. LaCie Rugged's unique aluminum shell and rubber bumper protect it from table-height drops, while FireWire 800 gives it the edge needed for video editing and digital content creation.\* This exclusive creation of world-renowned designer Neil Poulton packs LaCie reliability into a hard drive that works hard and plays harder.

"LaCie welcomed the challenge to create a hard drive resistant to life's harsh elements," says Olivier Mirloup, LaCie Senior Product Manager. "Our customers have asked for high-performing hard drives that are also durable enough to travel with, and we deliver with the LaCie Rugged. It's capable of withstanding rigorous use valued by digital content creators, emergency services, government, law enforcement, educators and more. Our new LaCie Rugged is built for life's everyday adventures."

LaCie Rugged is powered by the FireWire or USB connection, so there's no need to take along a cumbersome AC adapter. FireWire 800 bus speed of 800Mbps/s coupled with 7200rpm on the 100GB model allow for fastest transfer rates in a portable drive. LaCie Rugged is ready out of the box for cross-platform use, or can be formatted to fit specific needs.

### Neil Poulton on the design of Rugged:

"When I was a kid I was crazy about a Sci-Fi show on TV called 'Captain Scarlet.' Captain Scarlet was a puppet. But Captain Scarlet was indestructible. He drove the SPV—Spectrum Pursuit Vehicle—a futuristic 10 wheel-drive, high-speed tank that rolled over everything, each of its wheels cushioned by an independent axle and suspension system. The SPV was characterized by its front bumper, which wrapped around the car's nose like the toe of a classic 70s basketball shoe. The bumper was made of solid white rubber and was heavily grooved to look like segments of an orange. The SPV was tough. It was rugged. It, like its pilot, was indestructible.

So the SPV is where the inspiration for the design of the LaCie Rugged drive came from. With its internal hard drive comfortably mounted on four independent suspensions and its protective external bumper, the LaCie Rugged drive is the high speed pursuit tank of all hard drives."

### Features

- \* Convenient plug-and-play
- \* Compact, pocket-sized form factor
- \* 7200rpm in 100GB model
- \* Varnished, scratch-protected aluminum shell
- \* Drop-resistant rubber bumper
- \* FireWire 800/400 and USB bus-powered
- \* Driver-free for Windows 2000/XP and Mac OS X
- \* Comes with LaCie Backup Software

### About Neil Poulton

Neil Poulton was born in Thurso, Scotland. A graduate in Industrial Design from Edinburgh University and Milan's Domus Academy, Poulton first came into public view in 1989 as the creator of "the ageing pens," pens made from a "living," wearing plastic that changes color and form with use. Today, Neil Poulton designs and develops best-selling, award-winning products for a variety of international clients including LaCie & Artemide. Since 1991, Poulton has lived and worked in Paris, France. [www.neilpoulton.com](http://www.neilpoulton.com)

### About LaCie

LaCie creates external storage solutions and color monitors that help professionals and everyday users easily manage their digital lives. Powerful technology combined with unique designs by the internationally acclaimed Philippe Starck, Neil Poulton, Porsche Design GmbH, Ora-ïto and Karim Rashid make LaCie the world leader in storage innovation. Established in France in 1989, LaCie is now headquartered in North America, Europe and Asia and listed on the Paris Nouveau Marché (code 5431). For more information, visit [www.lacie.com](http://www.lacie.com)

## LaCie Official Press Release : Little Big Disk (English Version) LaCie Unveils the Most Powerful Portable Hard Drive Ever

- \* Size matters: smaller dimensions, bigger performance
- \* Up to 320GB in a powerful, handheld hard drive
- \* Professional benchmarked speed of 80MB/s over FireWire 800
- \* Triple Interface with FireWire bus-power for true mobility
- \* Fan-free whisper-quiet operation

Following the launch of its larger predecessor the d2 Big Disk Extreme in 2003, LaCie today unveils the most powerful portable hard drive ever: LaCie Little Big Disk in unrivaled capacities of 320GB and unprecedented throughput of up to 80MB/s over FireWire 800. LaCie Little Big Disk with triple interface is perfect for audio/video pros that require superior speed, mobility and capacity on the road. It's powered by and bootable over FireWire making it the ideal candidate for a fully portable editing workstation and companion to Apple® PowerBooks. LaCie Little Big Disk also comes a LaCie signature design by Neil Poulton, creator of the original d2 Hard Drive Series.

LaCie Little Big Disk combines all the technological benefits of its larger predecessor in one small package. It's hands-down the fastest handheld device available with superior RAID 0 speed of up to 80MB/s via FireWire 800, which is even faster than most desktop solutions in the market. LaCie Little Big Disk 320GB is the biggest storage and backup upgrade for any laptop with about three times more capacity than other portable hard drives. Equipped with LaCie's flagship triple interface (2x FireWire 800, 1x FireWire 400, 1x Hi-Speed USB 2.0), it's a true plug-and-play device for those with Mac OS X and Windows XP/2000.

LaCie Little Big Disk is more compact and lighter than any other external hard drive comparable in size (320GB) or in speed (80MB/s). Its waffled and rounded metal body dissipates heat allowing for fan-free whisper quiet operation. FireWire bus-power and bootability make it the first truly portable and professional storage solution for audio/video pros.

"LaCie Little Big Disk is the perfect companion to Apple PowerBooks, especially suited for audio/video editors who need a compact but speedy editing workstation on the road," says Olivier Mirloup, LaCie Senior Product Manager. "Its larger predecessor the Big Disk Extreme was the first desktop hard drive to reach blazing fast transfer rates over FireWire 800, and later the first to reach an unrivaled 1TB capacity. LaCie Little Big Disk again demonstrates our tech leadership in creating the fastest, largest capacity and most compact portable hard drive on the market. There's nothing like it."

### Features

- \* Size matters: smaller dimensions, bigger performance
- \* Up to 320GB in a powerful, handheld hard drive
- \* Professional benchmarked speed of 80MB/s over FireWire 800
- \* Perfect for PowerBooks used as mobile audio/video editing stations
- \* FireWire bus-powered and bootable
- \* Sturdy, waffled aluminum alloy case for excellent heat dissipation
- \* Fan-free whisper-quiet operation
- \* Can be stacked or placed upright with the included stand
- \* Comes with LaCie Backup Software for Mac/PC
- \* Designed by Neil Poulton, creator of the original d2 Hard Drive Series

### Availability

LaCie Little Big Disk will be widely available via LaCie's specialized dealer network in Q2 2006. LaCie Little Big Disk is bundled with full-featured LaCie SilverKeeper Backup Software and Silverlining Pro drive management utilities for the Mac, and LaCie 1-Click Backup Software for PC or Mac. Drives ship with all necessary cables for immediate use. A bundled AC adapter can be used for low-powered hubs or laptops. For more information, visit [www.lacie.com/products/product.htm?pid=10731](http://www.lacie.com/products/product.htm?pid=10731).

## The Agency for the Promotion of Industrial Creation (APCI) & The Observateur du Design. (English Version)

### Agency for the Promotion of Industrial Creation

Created in 1983 on the initiative of the ministers responsible for industry and culture, to contribute to the bringing together of culture, research and industry, and having become entirely private in 1993, the APCI, in collaboration with its members and its partners, develops tools and group actions that provoked the economic, social and cultural aspects of French design in France and abroad.

For the APCI, design is first of all an approach that gives greater importance to the individual in their relationship with objects, environments, systems and image, and gives the same amount of attention to work-related objects, public areas, domestic life, health, leisure, sport and transports.

### “The Observateur du Design”

Inaugurated in 1999 by the APCI (Agency for the Promotion of Industrial Creation), “Observateur du Design” is an annual exhibition that aims to highlight and reward a selection of the best creations resulting from the collaboration between companies and designers. Objectives- To illustrate to companies in all spheres that design today represents an indispensable differentiating factor in international competition.- To increase public awareness of the right to design, whatever the individual's purchasing power or physical, economic, social and cultural capacities.- To guarantee the promotion of French industrial creation both in France and abroad.

“Observateur du Design” welcomes companies and designers from all sectors of industry to exhibit their most recent and innovative creations. The products selected (about 200) are awarded the “Observateur du Design” label and proceed to form part of a number of exhibitions.

### Les étoiles : The “design stars”

From among the selection, an independent jury of professionals and experts awards “stars” to the most outstanding products, which are exemplary in fulfilment of the following criteria:

- Innovation- Improvement of user comfort
- Reduction of costs
- Formal and structural research
- Answering new needs
- Accessibility for all
- Respecting natural resources
- Quality and originality of the process
- Implementation of a global corporate strategy
- Investment in a new sector
- Modernization of a traditional know-how

### An exhibition for individuals and professional

For the past six years, the “Cité des Sciences et de l’Industrie” (Science and Industry Centre) has welcomed the selections of the “Observateur” within the framework of a highly acclaimed public exhibition. The “Observateur du Design 2004” exhibition at the “Cité des Sciences et de l’Industrie” attracted a public of 115,000, a figure representing 1/3 of all visitors to the Explora area. With a circulation of 3,000, the “Observateur du Design” catalogue is an effective promotional tool for industrial players that presents and analyses the year's selection and “stars”. More than 1100 designs selected to date can be consulted on the APCI website

Every year, the “Observateur du Design” selection guarantees the promotion of design in France and abroad. All or part of this selection is presented during professional fairs and exhibitions. The majority of these exhibitions are accompanied by seminars, conferences or delegations of French designers. The “French May” in Hong Kong, the French industrial exhibitions in Peking, Prague and Seoul, the Trends area of the Galeries Lafayette department stores in Paris and design and engineer schools in France have welcomed the previous selections with enthusiasm.

“Observateur du Design” is supported by:- OSEO-ANVAR (National Agency for Research Development)- ADEME (Environmental and Energy Control Agency)- INPI (National Industrial Property Institute)- The Ile-de-France regional authority- The Paris City Council- The Ministry of Culture and Communication- The Ministry of Economics, Finance and Industry- Usine Nouvelle - Intramuros- Design Fax

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## Agence Pour la Promotion de la Création Industrielle et l’Observateur du Design (version française)

### Agence pour la promotion de la création industrielle

Créée en 1983 à l'initiative des ministres chargés de l'industrie et de la culture, pour contribuer au rapprochement de la Culture, de la recherche et de l'industrie, et devenue entièrement privée en 1993, l'APCI développe en collaboration avec ses membres et ses partenaires, des outils et actions collectifs qui valorisent une approche économique, sociale et culturelle du design en France et du design français à l'étranger.

Une conception du design Pour l'APCI, le design est d'abord une approche qui privilégie l'individu dans sa relation aux objets, aux environnements, aux systèmes et aux images, et porte une même attention aux objets du travail, des espaces collectifs, de la vie domestique, de la santé, des loisirs, du sport et des transports.

### l’Observateur du Design

Organisé par l'APCI depuis 1999, l'Observateur du design met en vedette et récompense chaque année une sélection des meilleures réalisations issues de la collaboration entre entreprises et designers.

L'Observateur du design est ouvert aux entreprises et designers dans tous les secteurs d'activité afin qu'ils proposent leurs réalisations les plus récentes et innovantes, les produits sélectionnés (environ 200) reçoivent le label de l'Observateur du design et intègrent diverses expositions en France et à l'international. Un jury indépendant de professionnels et d'experts décerne, parmi la sélection, des “étoiles” aux réalisations les plus remarquables. La base de données de l'Observateur, accessible via les outils de recherche de cette page, rassemble les réalisations sélectionnées et récompensées par l'Observateur depuis 1999 (plus de 1100 références)

### Les “étoiles du design”

Un jury indépendant de professionnels et d'experts décerne parmi la sélection des “étoiles” aux produits les plus remarquables, répondant de façon exemplaire aux critères suivant:

- Innovation
- Amélioration du confort de l'utilisateur
- Réduction des coûts- Recherche formelle et structurelle
- Réponse à des nouveaux besoins- Accessibilité pour tous
- Respect des ressources naturelles- Qualité et originalité de la démarche
- Mise en oeuvre d'une stratégie globale d'entreprise
- Investissement d'un nouveau secteur
- Modernisation à partir d'un savoir faire traditionnel

### Une exposition pour le grand public et les professionnels

La Cité des sciences et de l'industrie accueille depuis six ans les sélections de l'Observateur dans le cadre d'une exposition particulièrement appréciée du grand public. 115 000 personnes ont visité l'exposition de l'Observateur du design 2004 à la cité des sciences et de l'industrie, ce qui représente 1/3 des visiteurs de l'espace Explora. Tiré en 3000 exemplaires, le catalogue de l'Observateur du design, véritable outil de promotion pour les industriels, présente et analyse la sélection et les “étoiles” de l'année. Plus de 1100 réalisations sélectionnées à ce jour sont consultables sur ce site.

La sélection de l'Observateur du Design assure chaque année la promotion du design en France et à l'étranger. Tout ou partie de cette sélection est présentée lors de salons professionnels ou d'expositions. Pour la plupart, ces expositions sont accompagnées de séminaires, de conférences ou de délégations de designers français. Le “French may” de Hong Kong, les expositions industrielles françaises de Pékin, Prague et Séoul, l'espace Trends des Galeries Lafayette à Paris, des écoles de design et d'ingénieurs en France ont accueilli avec enthousiasme les précédentes sélections.

L'Observateur du Design est soutenu par:- OSEO-ANVAR (agence nationale pour la valorisation de la recherche)- L'ADEME (Agence de l'environnement et de la maîtrise de l'énergie)- L'INPI (Institut national de la propriété industrielle)- La Région Ile de France- La Ville de Paris- Le Ministère de la Culture et de la communication- Le Ministère de l'Économie, des Finances et de l'Industrie.- L'Usine nouvelle- Intramuros- Design fax

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