Press release

**Award-Winning Design –**   
**German Design Award 2020 for Cameo ZENIT® B200 and LD Systems U300® Series**

**Neu-Anspach, Germany – November 26, 2019 – The winners have been decided: Two Adam Hall Group products have been honored with the internationally renowned German Design Award 2020 – the Cameo ZENIT® B200 and the LD Systems U300® series. While the battery-operated ZENIT B200 LED spotlight impressed in the "Excellent Product Design – Lighting" category, the U300 series' radio systems stood out in the "Excellent Product Design – Entertainment" category.**

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 UHF system solutions for radio and in-ear monitoring applications from the U300 series by LD Systems and the battery-operated LED outdoor wash light ZENIT B200 by Cameo 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.

The German Design Award honors innovative products and projects (as well as their manufacturers and designers) that represent pioneering contributions to the German and international design landscape. It is awarded by the authority for brand and design in Germany: the German Design Council. Established on the initiative of the German government as a foundation in 1953, it supports the industry in achieving added brand value through design. This makes the German Design Council one of the world's leading centers of excellence for communication and brand management in the area of design.

"The entire Adam Hall Group team is extremely proud that, in addition to 2017, 2018, and 2019, they are once again among the winners of the German Design Award in 2020," says Alexander Pietschmann, CEO of the Adam Hall Group. "Both the LD Systems and Cameo brands recently underwent comprehensive rebranding, so we're all the more pleased that our solutions not only impress event technology users but the international product design elite too. Recognition of our efforts by the German Design Award jury encourages us to continue forging new paths in the future and assume a pioneering role as an innovative event technology manufacturer."

The official awards ceremony of the German Design Award 2020 will take place on February 7, 2020, as part of Ambiente 2020 in Frankfurt am Main.

**More information:**  
[german-design-award.com](https://www.german-design-award.com/en.html?url=https%3A%2F%2Fwww.german-design-award.com%2Fen%2Fthe-winners%2Fgallery%2Fdetail%2F29154-ekin-bike-patrol.html&cHash=84700eb0793b53f6ef3a19299c7ead65)

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

[ld-systems.com](https://www.ld-systems.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)

#GermanDesignAward #ProLighting #ProAudio #EventTech #ExperienceEventTech

**About Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distributor that offers event technology to its partners around the world. Its target groups include retailers, B2B distributors, event and rental companies, broadcasting studios, AV and system integrators, private and public companies, and manufacturers of industrial flight cases. Under its brands **LD Systems®, Cameo®, Gravity®, Defender®, Palmer®, and Adam Hall®,** the company offers a broad range of professional audio and lighting technology as well as stage accessories and flight case hardware. Founded in 1975, the Adam Hall Group has become a modern, innovative provider of event technology and has over 14,000 m² of storage space at its Logistics Park at the company headquarters near Frankfurt am Main. Thanks to its focus on value creation and service, the Adam Hall Group has already received a number of international awards for its innovative product developments and pioneering product design from well-known institutions like Red Dot, German Design Award, and iF Industrie Forum Design. LD Systems®, in cooperation with the design agency F. A. Porsche, demonstrates the future of pro audio design with its MAUI® P900 column speaker and recently received the coveted German Design Award for this. You can find more information about Adam Hall Group online at [www.adamhall.com](http://www.adamhall.com/).  
  
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