Toshiba’s Destination Control System FLOORNAVI Wins Gold Award at iF DESIGN AWARD 2020





Kawasaki, Japan – Toshiba Elevator and Building Systems Corporation (TELC) has been awarded with the top distinction in this year’s iF DESIGN AWARD, the iF gold award. From 7,298 submissions, only 75 were awarded the gold by the independent expert iF jury.

The winning FLOORNAVI, won a gold award in the discipline Product, in the Public Sector / Government category. The jury released the following statement regarding its decision to issue FLOORNAVI the gold:

“Toshiba has designed an efficient elevator (destination) control system in line with universal design to cater to the needs of able and disabled people. AI allows for floor destinations to be bundled effectively, reducing waiting time. The simple and easy interface is readily adaptable to various architecture contexts.”

FLOORNAVI allows passengers to specify destination floors before embarking elevators and guides them to appropriate cars to reduce the number of floors at which they need to stop. Since passengers do not need to push floor buttons in the car, they can get in and out of the car smoothly even when it is congested.

Iconic ring-shaped icons and the chest-high operation panel allow comfortable operations. A full-scale mock-up is used to verify the usability to make FLOORNAVI easy to use for diverse people, including those in a wheelchair. FLOORNAVI helps greatly reduce the elevator travel time during the peak time, reducing passengers’ stress.”

TELC has been expanding its business operations outside of Japan with a strong focus in Southeast Asia, India and the Middle East to grow its global portfolio. This is in response to the rapid

construction of high-rise buildings in tandem with the global economic growth, fuelling the demand for high quality product development, production and maintenance of elevators and escalators for increased social mobility.

Most recently in 2018, TELC established Toshiba Elevator (Vietnam) Limited Liability Company, in Ho Chi Minh City, Vietnam. TELC had earlier entered the market from 2014 through a partnership with a local company and this reaffirms the company's commitment to strengthen sales activity and offer high quality field services in the fast growing Vietnam market.

TELC will continue to strengthen system development, production, enhancing sales channel and sales partnerships for expansion in the global market. Responding to customers' expectations and requirements for safe and pleasant elevators, TELC will continuously pursue further innovation and improvement and enhance its technology to provide customers with the highest quality products and services.