



IDA 13

Award:
Honorable Mention

Presented by IDA to:
**Sundar Muruganandhan, Durgasharan K, Ravi Nagaraj, Deveindiran N,
Maheswari K**

Title of Submission:
Superfan

Category:
Energy Conservation Equipment - Pro

www.idesignawards.com

For Immediate Release:

Copy and paste this press release into your own document and add your information in the "About the Winner" section. Send this Press Release to magazines, newspapers, trade associations, or anywhere you may be able to receive editorial exposure

THE 7th ANNUAL INTERNATIONAL DESIGN AWARDS HONORABLE MENTION WINNERS ANNOUNCED

The IDA Juries have finalized the 7th annual Design Awards Honorable Mention winners selections

Jul 11 2014

LOS ANGELES, Jul 01 2014 Los Angeles, Sundar Muruganandhan of India was Awarded: Honorable Mention in Energy Conservation Equipment Competition for the Superfan Project.

IDA honorary juries examined over 1000 entries submitted by architects and designers of interiors, fashion, products, and graphics from 52 countries throughout the world. After final decisions had been made, the jury rewarded the best professional and emerging designers for their achievements in terms of design, creativity, usability and innovation. Judging was a rigorous process, with winners receiving publication of their work in the International Design Awards Book of Designs. The coveted IDA Trophy will be awarded to all Designer of the Year title winners at the official biennial International Design Awards Ceremony in Los Angeles.

This annual competition recognizes, honors and promotes legendary design visionaries and uncovers emerging talents in Architecture, Interior, Product, Graphic and Fashion Design on global level.

The members of the jury included **Alice Blackwood** Editor, Design Quarterly, **Kahi Lee** - Host, HGTV's "Design on a Dime", Style Network's "My Celebrity Home", **Melissa Sterry** - Interdisciplinary Design Scientist, Founder, Societas, **Josh Rubin** - Editor-in-Chief, Founder, and Publisher, Cool Hunting, **Martin Venzky** - Stalling, Senior Advisor, CMU STeP, **Jeffrey Nemeroff** - Co-Founder, Creative Director, Entra Magazine, **Jordan Landes-Brenman** CEO, Haute House PR & Marketing, **Raj Nandan** - Managing Director, Indesign Group, **William Menking** - Founder, Editor-in-Chief, The Architects' Newspaper, **Nicole Lloyd** - Senior Art Buyer, Deutsch, Inc., **Rebecca Epstein Kong** - Co-founder, Artware Editions, Aaron Kenedi - Editor-in-Chief, Print, **Geraldine Grisey** - Editor, Punky B Fashion Diary.

The Sundar Muruganandhan of India, was Awarded: Honorable Mention Prize in Energy Conservation Equipment Competition for the Superfan Project

PROJECT DESCRIPTION

Superfan, one of the most efficient and lowest power consuming fans worldwide, uses a super-efficient BLDC motor and digital inverter drive that enables it to consume little power while delivering the desired air circulation. Super X1 (48" span) consumes 35W for air delivery of 7700CFM at 385RPM and a mere 14W for 5200CFM at 270RPM. The airflow efficiency is greater than the ENERGY STAR® requirements. Innovative design and manufacturing has made Superfan more affordable and rich in features. Apart from energy efficiency Superfan has many compelling benefits to attract consumers for wide spread usage. Here is an example how Superfan can save huge amounts of energy: Studies reveal that there are an estimated 350 million fans used in India and this is increasing by 6% every year. If we assume that these fans are running at medium speed consuming 39W, then the electricity demand is 13650MW. Superfan gives a viable option to reduce this demand from 13650MW to 4900MW which results in huge reduction of 8750MW. Worldwide ceiling fans contribute significantly to residential energy consumption. An analysis by SEAD(www.superefficient.org) reveals that by the year 2020, if 100% of ceiling fans are replaced by this energy efficient technology, the global residential energy consumption could be reduced by approximately 70 TWh per year. Superfan also comes in 56" span and in 110VAC, 24VDC, 12VDC versions. More Benefits: • Remote operated- no regulator needed and save more energy. • Aerodynamic and nature inspired blade design- High air delivery. • Digital control- Precise speeds. • No speed change

due to supply variations (140 to 300Vac). • Simple & Easy installation. Eco-friendliness & Sustainability: • Reduced harmonics- Power factor better than 0.9 • ROHS electronics • VOC free paint • Green packing- recyclable card board box, no polythene bags & thermocole • Solar friendly- lower investment on panels and 24/12VDC versions available. • Durability- Powder coated aluminum body, overload, over/under voltage protection, cool operation of motor. • LED Stand-by power indication.

ABOUT Sundar Muruganandhan:

Sundar Muruganandhan is the Managing Director of Versa Drives Private Limited. Superfan was designed and manufactured by Versadrives Private Limited. Mr.Sundar Muruganandhan did his BE (Electrical & Electronics) from Annamalai University, India and MSEE from University of Missouri - Rolla, USA. He is involved in General Management and Marketing. He is now responsible for putting Versa Drives in the global market.He has vast experience of product development in Electronics and Robotics. From 1989, when he started Computer Controls Corporation, along with Mr. K. Durgasharan, who is also one of the Director of Versa Drives Private Limited. Mr. Durgasharan is graduated from Osmania University, India with BE in Electrical and Electronics Engineering and he did his M. Tech. from IIT - Madras. He worked in Systems Engineering and Robotics before he started Computer Controls Corporation along with Sundar in 1989. He has been working in embedded system design and development. Now he is responsible for the design of Versa Drives.

Designer's Contact:

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About IDA

A handful of designers, thinkers and entrepreneurs created the International Design Awards in 2007 as a response to the lack of recognition and celebration for smart and sustainable multidisciplinary design. The International Design Awards (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. IDA aspires to draw attention to the iconoclasm of design world wide, conceptualizing and producing great work.

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