



TRUFIG WINS "BEST TURN-ON" AWARD FROM
LEADING INTERNATIONAL DESIGN PUBLICATION



San Clemente, CA—January 19, 2010—TRUFIG, innovator of a revolutionary flush-mounting system that seamlessly integrates every day devices and technologies—including light switches, data jacks, and speakers into a wall or ceiling, has been awarded the 2010 "Best Turn-On" Design Award given by *Wallpaper**, the internationally acclaimed Design Interiors Fashion Art Lifestyle magazine.

Each year, *Wallpaper** celebrates a year's worth of brave and beautiful designs, bright ideas, movements, and creative shakes from around the world at an annual awards ceremony held in London. *Wallpaper** has a unique list of "Best" awards covering the areas of residential and commercial architecture, fashion, and industrial design for consumer products that tickle the judging panels' fancy by standing out from the crowd in a unique way.

Wallpaper* Editor-in-Chief Tony Chambers says, "2009 was a bitch of a year economically—but a great year for design. Hard times are a powerful motivator for creativity. People think harder and produce better things—less chaff, more wheat."

"We are very excited that TRUFIG has been recognized by the leading and extremely influential design magazine, *Wallpaper**, says Ari Supran, CEO of Dana Innovations, parent company of TRUFIG, Sonance, and iPort; "and we are thrilled to be honored with the 2010 Design Award for 'Best Turn-On'." TRUFIG offers architects, designers, and their clients an aesthetically pleasing approach to integrating those can't-live-without items into the architecture.



"Once people see TRUFIG, they really want it," says Supran. "We are clearly striking a chord with the design community, and this recognition will help spread global awareness for the marriage of technology and design. Being named the 'Best Turn-On' by *Wallpaper* magazine is a real honor for us."

About [TRUFIG](#)

TRUFIG was founded in 2008 by visionary entrepreneurs Scott Struthers and Geoff Spencer, founders of Dana Innovations, parent company of Sonance® and iPort®.

Founded in 1982, Dana Innovations' legacy of standard-setting design includes the world's first high-fidelity in-wall speaker system, the world's first integrated in-wall iPod® docking station, and the reigning design standard for architectural audio—the flush-mounted Sonance Architectural Series speaker system. TRUFIG and the creative freedom it brings designers—represents the culmination of more than 25 years of groundbreaking design innovation.

For more information, visit www.TRUFIG.com or contact TRUFIG at inquire@TRUFIG.com.

Journalists can contact Lucette Nicoll at Nicoll Public Relations, lucette@nicollpr.com.