PRESS RELEASE

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Free wins a 2022 Red Dot Design Award for its Freebox Pop Server



reddot winner 2022

Yesterday the Freebox Pop Server won a prestigious 2022 Red Dot Award in the Product Design category. The device's round shape, ultra-compact size and sleek look give the Freebox Pop a unique style.

Small, simple and elegant: a state-of-the-art design

The Freebox Pop was designed as a **game-changer** in the market for gateway boxes.

First of all because of its **size**, as it's the smallest box on the market. It's discreet, takes up very little room and fits easily anywhere in the home.

Second, because of its **simplicity**, as the user interface has been considerably reduced and simplified, with just one button. And with the same aim of staying discreet, the Free logo and information about the box only appear when it is switched on.

And lastly, because of its elegance. With its round shape and sleek design, the Freebox Pop looks more like an interior design feature than an electronic device. The screen on top breaks with the usual design codes for gateway boxes, which have a screen in front and as a result often look like shelves. The Pop was conceived to be a design object in itself and to be shown rather than hidden.

The design of the Pop Server matches the other products in the series – the Pop Player and Wi-Fi repeater – to create a **harmonious ensemble.**

Free's R&D teams worked with the industrial design specialists, **Elium studio** on this project. And this fruitful alliance didn't stop there, as Elium is continuing to work with Free on other product design projects.

A product design housing ultra-fast broadband technology

With the Freebox Pop, Free's R&D teams have managed to combine power and performance with an ultra-compact format. Its state-of-the-art design houses cutting-edge technology, as the Pop[1] gives users an ultra-fast Fiber connection, with a shared download speed of up to 5Gbps and up to 700 Mbps upload[2].

Its environmental impact was also taken into account in the Pop's design. Thanks to its small size, we have been able to optimize all of the supply, storage and transport chains associated with its production, and therefore to considerably reduce CO_2 emissions. And it has also allowed us to significantly cut down on packaging.

A real achievement for Free

With some 18,000 entries every year[3], the Red Dot Award is one of the most important and coveted design awards worldwide.

Its recompense in 2022 is a real achievement for Free and is a reward for the particular focus it has placed on the design of its products for many years now. And it's the first time a telecom operator in France has won a Red Dot Award for the design of its gateway box.

The Freebox Pop will be exhibited at the **Red Dot Design Museum** **in Essen**, Germany, from June 20, 2022 through May 2023, alongside the other winning products.

1 – Freebox Pop offer: subject to terms and conditions and to eligibility (only available in areas where the optical fiber network has been rolled out and subject to the subscriber's home actually being connected). €29.99/month then €39.99/month (with the Pop Player Pop included). Start-up and termination fee: €49 each. See free.fr for full terms and conditions and eligibility.

2 – Maximum theoretical shared download speed of up to 5 Gbps (up to: 2.5Gbps on 1 Ethernet port, 1Gbps on 2 Ethernet ports and 0.5 Gbps on Wi-Fi).

3 - Source: https://www.red-dot.org/about-red-dot/history

About Free

Free – the inventor of the world's first triple-play box – is a Fixed and Mobile Ultra-Fast Broadband operator in France, standing out for its innovative, straightforward and attractive offerings. At end-March 2022, it had 20.7 million BtoC subscribers (13.7 million Mobile subscribers and 7 million Fixed subscribers). Free is a subsidiary of the iliad Group, which was created in France in the early 1990s and now also operates in Italy under the iliad brand and in Poland under the Play and UPC Polska brands. In March 2021, the iliad Group launched its BtoB business in France under the Free Pro brand.

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