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FOR IMMEDIATE RELEASE

**PDT ADDS SPARK!  
Life-Changing Work Honored with a Spark Award**

**Lake Zurich, Illinois – November 17, 2009** – Product Development Technologies (PDT), Perkins Products and the American Printing House for the Blind (APH) have been awarded a Spark Award for The Next Generation™ Perkins/APH Braille®.

The Spark Design and Architecture Awards are an International Design Competition focused on honoring change- designed change- supporting multi-disciplinary, multi-cultural, global and aspirational design- for all. Chosen by a jury of thirteen professionals from across the spectrum of design disciplines, the awards take into consideration a product's inventiveness, innovation, sustainability, elegance and beauty, functionality, integration, durability, implementation, safety and ergonomics, personal connection and aspiration.

"The jury had to decide what makes a design "spark" as opposed to being just great, which can be tough," explain Spark jury member David Darling, partner at Aidlin Darling Design. "Spark connotes a catalyst - new momentum, new direction, for the betterment of the human spirit. I evaluated designs rigorously on this basis."

Spark moves its focus to China as winners from 2007, 2008 and 2009 go on display at the famous Guangzhou Design Week, December 4-6.

**About PDT**

Product Development Technologies, Inc. (PDT) is a global, full-service product development firm with over 100 employees in eight offices worldwide. Team members have expertise in a wide range of product development disciplines, including strategy, design research, industrial design, user interface development, electrical and mechanical engineering, software development, laser scanning, and tooling. PDT's award winning product designs have been recognized by BusinessWeek, the Industrial Designers Society of America, Design Journal, The Consumer Electronics Association, Inc. Magazine, Chicago Athenaeum of Architecture and Design, and Parametric Technologies Corporation. [www.pdt.com](http://www.pdt.com)

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