

## **Changing the very concept of vibrating pleasure products - The iroha mai wins the world's largest design award, Red Dot Design Award Product Design 2024!**



Using the same haptic technology that is used in smartphones, game controllers, and other vibrating devices, the iroha mai has won the prestigious Red Dot Design Award 2024. The iroha mai is the first of its kind in the iroha series to use HapticWave® technology and allows the user to fine-tune pleasure to their needs, by choosing different vibration intensities from the various different vibration patterns based on either real life sounds found in nature, or artificially created sounds such as music.

### **What is the Red Dot Award?**

The Red Dot Award is one of the three most prestigious design awards in the world and has been held since 1955. The award is given to products launched within the past two years that

are recognized as having "outstanding design". The award consists of three categories: Product Design, Communication Design, and Design Concept, and is judged by experts in each field.

### **What is the iroha mai and how does HapticWave® technology work?**

The iroha mai uses HapticWave® technology to provide intense, rich, and deep vibrations. The technology converts low frequency sound waves into vibrations that provide a realistic tactile experience for the body. The vibrations produced are described as three-dimensional, which means that the sensations experienced are not concentrated on close proximity of the applied area, but spread throughout the body. Thus, the iroha mai gives a unique sensation to the user that is not possible to get from other vibrators with conventional motors.



Rika Adachi, Global Marketing Manager at iroha, says: "We are continually trying to incorporate new design concepts in our pleasure items and we're very pleased to be recognised with the Red Dot Design Award for the iroha mai. While haptic technology isn't new, our HapticWave®

technology is the first of its kind to be used in the iroha series, and we are very excited with how it is changing the very concept of vibrations in pleasure products”.

Learn more about the iroha mai [here](#)

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### **About iroha**

iroha is a brand of pleasure items, created to “Redefine Pleasure” by treating self-pleasure in the same way we treat self-care. We believe that pleasure should be accessible to anyone, and our pleasure items embody the brand’s wish to be approachable, pleasurable, and provide an intimate touch for our users, with items that are crafted with the user in mind. We have found novel methods of creating silicone so that it is silky smooth to the touch, repels dust and lint like magic, and provide selections that utilize a pioneering soft-touch silicone that has marshmallow-like plushiness for those who don’t like the hard exterior of other items.