
Fujitsu General Wireless Remote Controller for Global Air Conditioner Wins the Good Design Award 2025

Designed for Worldwide Use, Combining Ease of Use and Design Excellence

Fujitsu General today announced that the Wireless Remote Controller for the Global Air Conditioner has won the Good Design Award 2025. Reflecting local feedback and diverse cultural habits, this remote controller was developed for global users. The remote controller was recognized for its intuitive usability in this year's Good Design Award. This usability was achieved through its optimal number of buttons and screen design.

This product was launched in Europe in September 2025 as the remote controller for the KJ Series of air conditioners. Plans are in the works to roll it out in North America and then other countries around the world.



Design Highlights

1. Simplified button layout combining basic air-conditioning functions and menu operations
Based on user feedback, key functions such as operation, mode, temperature, airflow rate, and airflow direction were grouped into one menu. Pictograms were used to make the controls intuitive and easy to understand.
2. Ideal size for an air-conditioner remote, reflecting global user input
After several samples were evaluated by customers, the final slim design measures 52 mm × 186 mm × 17.6 mm.
3. Easy-to-use category-based menu display
Less-used functions are grouped by category, enabling quick setup with fewer steps. A QR code on the back lets users easily access detailed instructions and feature information.

Comments from the Jury

In today's living environments filled with numerous remote controllers, remote design remains a timeless challenge at the core of interface design. As products grow more complex and multi-functional, achieving clarity and intuitive operation becomes increasingly essential. This design addresses that challenge from a global perspective. By incorporating global user insights, it achieves a universal balance between button count and operational hierarchy.

Comments from the Developer

Mitsuo Fujioka, General Manager, Design Division, Development Unit, Air Conditioner Business

This award reflects our effort to transform genuine customer needs into real value. Through global user research and prototype testing, we achieved a complete renewal of both structure and operation. While maintaining high quality, our engineers' creativity and dedication enabled the development of a remote controller truly centered on the customer. A remote controller is the product that connects most directly with users. This award is a meaningful testament to how our entire division united its strengths to enhance customer value.

Fujitsu General has set forth the vision of "Creating a Life Conditioner." The company declares its commitment to providing comfort through our products and services that protect All of LIFE—including the smiles of future generations and the global environment. By respecting diverse values and cultures, the company delivers products that offer comfort beyond performance to customers worldwide.

Reference

About the Good Design Award

The Good Design Award (Japan) is sponsored by the Japan Institute of Design Promotion. With over 60 years of history, the award honors products, architecture, software, systems, and services that enrich everyday life. Along with design excellence, winners are chosen for usability, concept, functionality, and innovation through a comprehensive evaluation. In 2025, a total of 5,225 entries were submitted, of which 1,619 received awards.

Official website: [GOOD DESIGN AWARD](#)

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