



Cisco and Pininfarina for humanized, intuitive technology

Torino, June 29th, 2017 - On the heels of Cisco Live 2017, the premier education and training conference for IT professionals worldwide, the company unveiled what **Cisco CEO Chuck Robbins** has called "most significant new piece of networking hardware in a decade", **designed by Pininfarina**.



The **Cisco Catalyst 9000** is an innovative series of switches built from the ground up for the new realities of the digital era, centered on the continuously evolving demands of mobility, IoT, and security, while delivering unmatched programmability and performance.

Cisco tapped Pininfarina for both the industrial design of the switches, as well as to work together on a range of products and families within the Cisco hardware portfolio, to forge a new language and culture of design within the organization.

"Design is the instrument to humanize technology", says Chairman **Paolo Pininfarina**, and it is precisely this vein through which Pininfarina has worked closely with Cisco in developing a new Industrial Design Language (IDL) for the company.

Cisco and Pininfarina spent several years with many dedicated groups, from designers to engineers, to brand teams and various business units, toward creating this new vision for transformation of Cisco for the age of connected devices. With the partnership, the hardwares have been re-conceptualized, with design upgrades focused especially on usability and functionality.

Thanks to a rich cross-disciplinary expertise, from designing transport for clients such as Ferrari and Maserati, to diverse architectural and industrial design projects, Pininfarina has brought this cross-pollination to Cisco as a way of linking functionality to recognizable, emotional design.

To quote **Paolo Trevisan**, Head of Design for Pininfarina of America, "We are excited to be involved together with Cisco in this new era, one of revolutionary transformation in networking and its place in our lives."

Pininfarina and Cisco remain keen on modernizing the experience of technology through design, and look forward to the bright future made possible by continued collaboration.

About PININFARINA

Pininfarina is an internationally renowned design firm working on a 360-degree basis and a symbol of Italian style in the world. Established in 1930 in Turin, Italy and served by offices worldwide in the United States, Germany, and China, Pininfarina has created unique designs in the fields of transport, electronics, sporting equipment, furnishings, machinery, consumer products, graphic design and packaging, architecture and interior design. For 87 years, Pininfarina has collaborated with the most prestigious brands, getting across the values of elegance, purity and innovation that have characterised its identity throughout its history, and its unmistakable style translated into timeless icons of beauty. Pininfarina Extra has an office in Italy and one in Miami, Pininfarina of America, dedicated to the US market.

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