

Hotaru by Audio-Technica Corporation Wins Platinum in A' Audio Equipment Awards

Innovative Record Player Recognized for Exceptional Design and Immersive Sensory Experience

COMO, CO, ITALY, September 15, 2025 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of audio products design, has announced [Audio-Technica Corporation's "Hotaru"](#) as the recipient of the Platinum A' Design Award in the Audio and Sound Equipment Design category. This prestigious recognition highlights the innovative design and exceptional craftsmanship of the Hotaru record player, solidifying its position as a groundbreaking product in the audio industry.



The Platinum A' Audio and Sound Equipment Design Award holds significant relevance for both the industry and potential customers. It serves as a benchmark for excellence in audio product design, recognizing products that push the boundaries of innovation, functionality, and aesthetics. By receiving this award, the Hotaru record player demonstrates its alignment with the highest standards of the industry, offering users a truly exceptional audio experience that combines cutting-edge technology with elegant design.

What sets the Hotaru record player apart is its unique floating platter design, which seamlessly integrates sound and light to create an immersive sensory experience. The minimalist cartridge and tonearm, paired with a concealed belt sub-platter drive, ensure both sonic clarity and visual elegance. Crafted from premium materials like acrylic, aluminum, and brass, the Hotaru delivers an unparalleled audio experience that captivates the senses and elevates the act of listening to a cherished memory.

The recognition bestowed upon the Hotaru record player by the A' Audio and Sound Equipment Design Award serves as a catalyst for Audio-Technica Corporation to continue pushing the boundaries of audio innovation. This achievement not only validates the company's commitment to excellence but also inspires its team to explore new frontiers in audio product design. The award serves as a motivation to create products that not only deliver exceptional sound quality but also contribute to the advancement of the industry as a whole.

Hotaru was designed by a talented team at Audio-Technica Corporation, including Yuma Murakami, Yosuke Koizumi, and Tomohiro Shiraga, who collaborated to bring this innovative record player to life.

Interested parties may learn more about the award-winning Hotaru record player by visiting the dedicated page at the A' Design Awards website:

<https://competition.adesignaward.com/ada-winner-design.php?ID=170557>

About Audio-Technica Corporation

Since its founding in 1962, Audio-Technica has been a leading Japanese audio manufacturer, committed to innovation in sound technology based on its unique "analog" philosophy. With a product lineup that includes headphones, microphones, turntables, and wireless earphones, Audio-Technica's high-quality products are beloved by audio enthusiasts, engineers, and artists worldwide. The company continues to convey the appeal of analog through various initiatives, guided by its brand message, "Always analog."

About Platinum A' Design Award

The Platinum A' Design Award is a prestigious recognition that honors designs at the forefront of creativity and innovation in the Audio and Sound Equipment Design category. Recipients are selected based on a rigorous blind peer-review process by a panel of design professionals, industry experts, journalists, and academics. The award acknowledges designs that demonstrate exceptional technical properties, artistic skill, innovation, and unique creative qualities, ultimately contributing to the advancement of the audio industry and the enhancement of society as a whole.

About A' Design Award

The A' Design Award is an international, juried design competition that recognizes and promotes superior products and projects across all industries. Established in 2008, the award aims to create a better world through the power of good design by motivating designers and brands to develop innovative solutions that positively impact society. With a rigorous evaluation process and a distinguished jury panel, the A' Design Award serves as a platform to showcase pioneering designs and inspire future advancements in various fields. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at:

<https://accoladedesignaward.com>

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