

Lenovo designs Olympic torch with Chinese touch

'Cloud of Promise,' the torch of the 2008 Olympic Games that will be relayed across the world before arriving at Beijing, has been designed by the world's leading computer manufacturer Lenovo.

The Beijing Organising Committee for the Games (BOCOG) in the presence of the International Olympic Committee (IOC) unveiled the torch Thursday and announced Lenovo's role as a worldwide partner of the Olympic torch relay, company officials said here Friday.

Inspired by traditional Chinese scrolls, 'Cloud of Promise' has been fashioned from a polished aluminium-magnesium alloy, measures 720 mm x 50 mm x 40 mm and is exceptionally lightweight at about 1,000 grams.

It is designed to remain lit for at least 25 minutes, with the flame set to remain around 25 cm (9.85 in) high with no wind speed.

Marking a dramatic fusion of traditional Chinese art and contemporary design, the torch's primary colours are deep red and bright silver.

It was chosen over 300 competitor themes and will be carried by torchbearers around the world in the Olympic Torch Relay preceding the Beijing 2008 Olympic Games.

The torch will arrive in Beijing Aug 8, 2008, to mark the start of the Games.

The IOC attaches great importance to the Olympic torch's design, and its unveiling is always a source of international attention. Since its inception in 1936, the Olympic torch has come to represent the history and culture of its host country and city.

Lenovo's design follows this tradition with a torch that represents the universal spirit of the Olympic Games while drawing on traditional Chinese symbols and concepts, the company said.

Relying on the same design process used to engineer Lenovo PCs, 10 members of the award-winning Lenovo Design Centre worked for more than 10 months on the torch.

'Considering Lenovo's origins, I was thrilled to learn that BOCOG had selected Lenovo's torch design over more than 300 competitors for the Beijing 2008 Olympic Games,' said company chairman Yang Yuanqing.

Lenovo has its headquarters in both the US and China, along with operations in multiple countries around the world.

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