

Company Presentation





- Founded in 2003 by 4 experienced design consultants.
- Excellent track record, developing 150+ products to market.
- Pride ourselves in creating high quality, commercially successful products for our clients.
- All projects conform to our ISO 9001 & ISO 13485 Quality Management System.

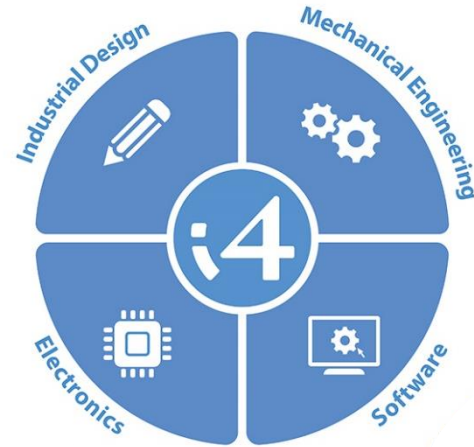
- We operate out of a dedicated 3,300 square foot design facility in Edinburgh.
- Our multi-disciplined team has expertise in:  
Project Management | Industrial Design | Mechanical Engineering | Electronic Engineering | Firmware Design | Prototyping & Test |
- In 2018 the business became an Employee Owned Company.
- We are committed to building long term relationships with our clients.





- Worked with a mix of £multi-million multinational and start-up clients to bring over 150 products to market in the following sectors:
  - Medical Devices
  - Consumer Electronics
  - Industrial Products
  - Commercial Products

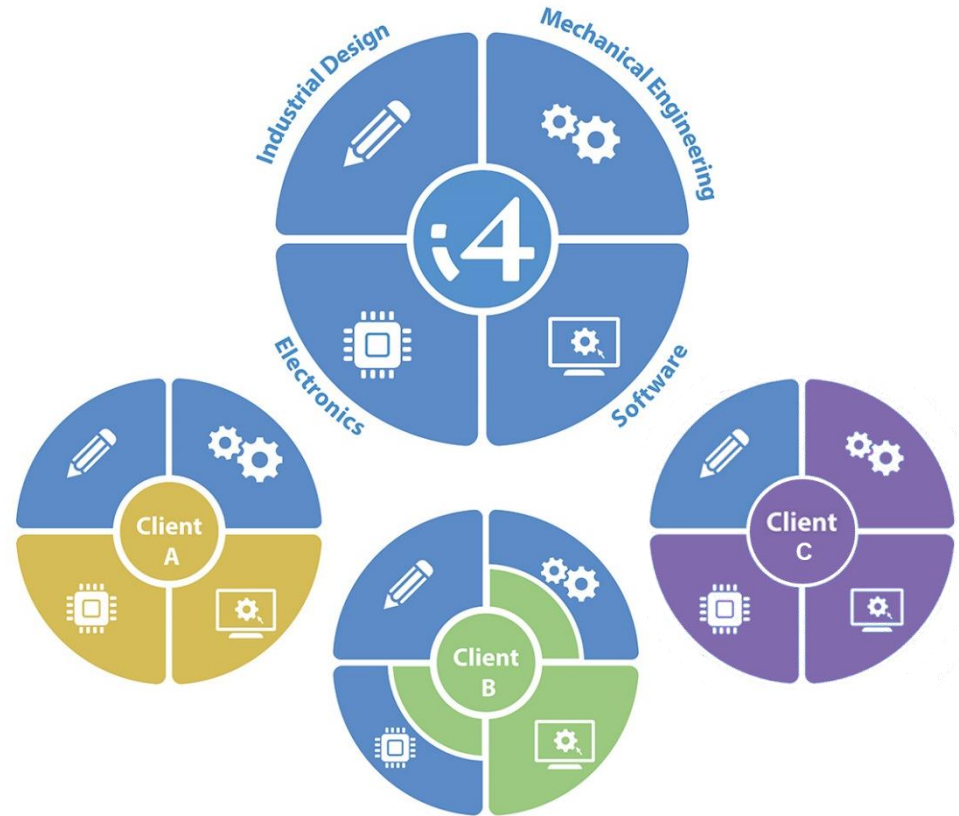
Our experienced multi-disciplinary team can be included at any stage of a development.





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We complement the internal capabilities of our clients whose teams are working on other priority projects or are experiencing gaps in expertise.



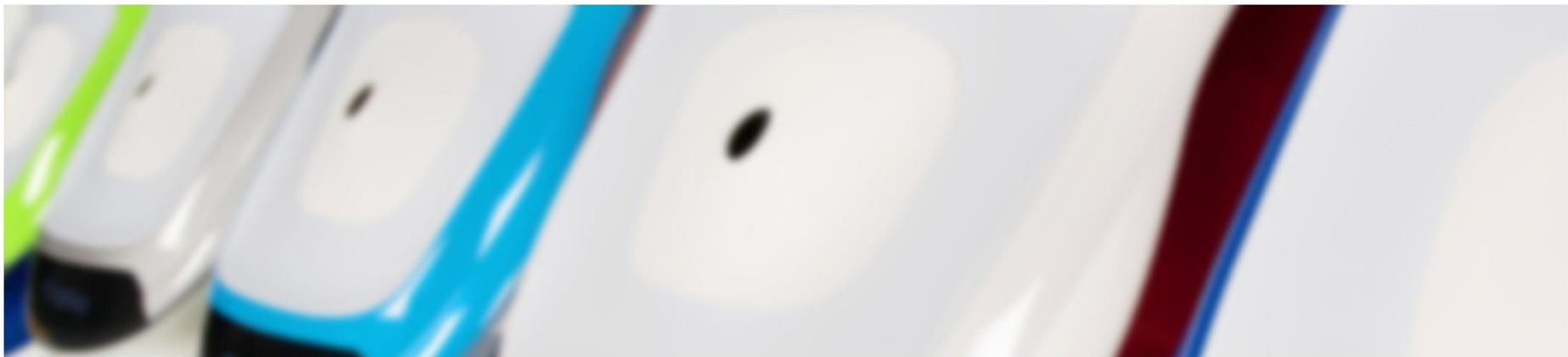
As a team of creative designers and experienced engineers from a variety of industry and academic backgrounds, we offer a fresh multidisciplinary perspective to our clients' problems.



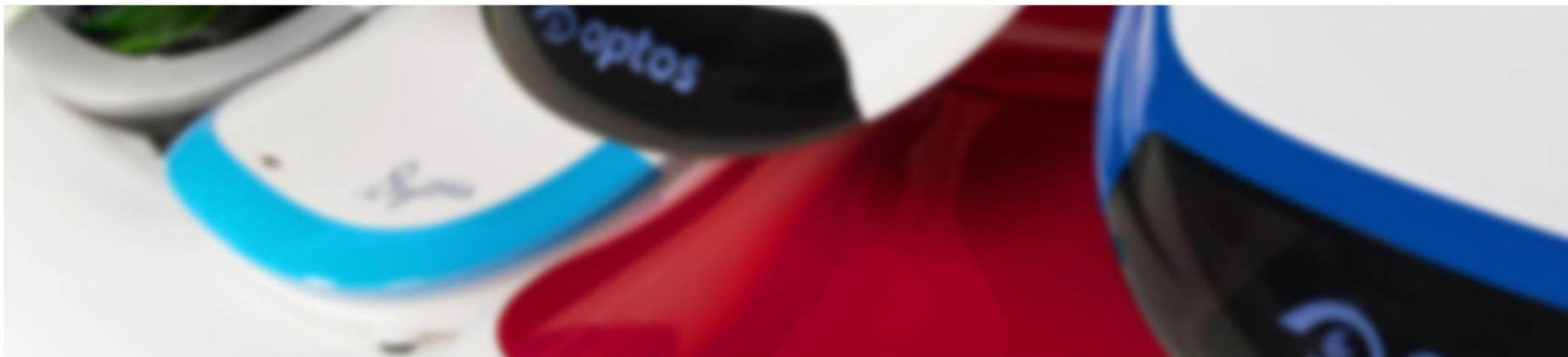
We pride ourselves on delivering effective, joined-up design.

Our industrial design, mechanical and electronics/software engineering team integrate seamlessly to ensure that each project delivered with a balanced systems level approach.





## Capabilities





## Capabilities Include

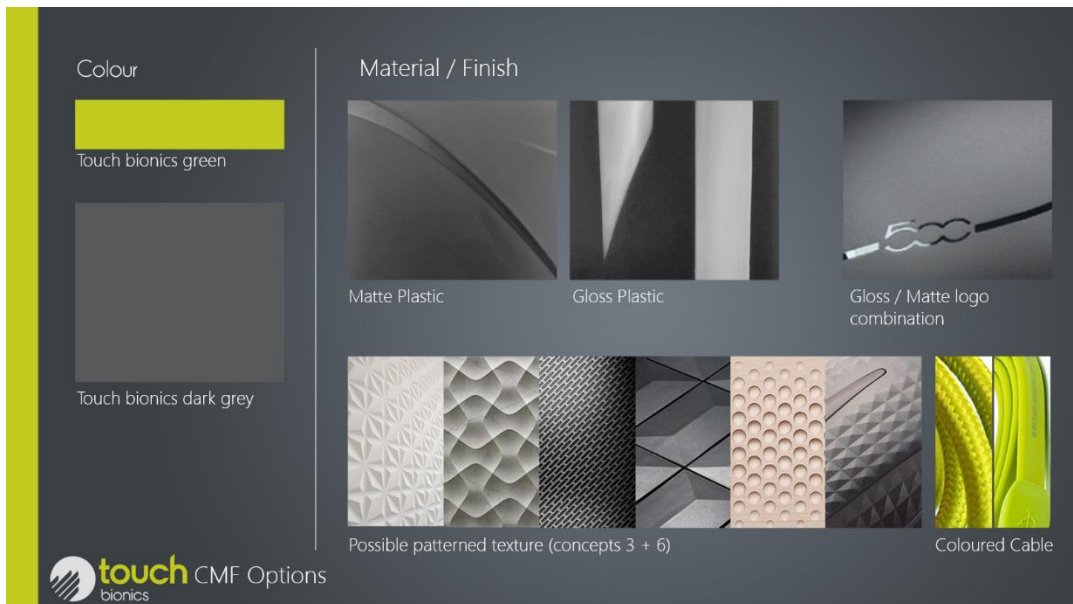
- Requirements capture
- Risk Management
- Design Minutes
- Quality Management
- Verification Test Planning
- Cost & Expense Control
- Resource Planning
- GANTT/Project Plan



## Service | Styling development

## Capabilities Include |

- Product architecture / initial CAD layouts
- Concept generation
- Journey mapping
- Competitor research



Service |  
Styling  
ideation

Capabilities Include |

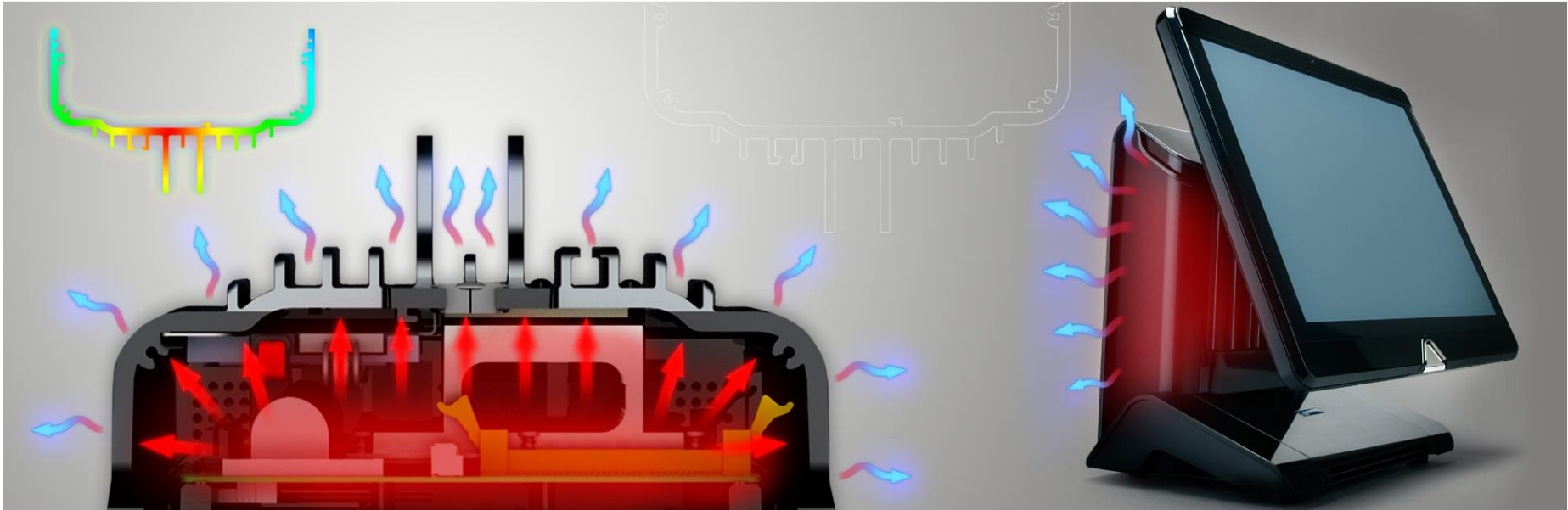
- User profiling
- CMF studies
- Branding
- Market trend studies



Service |  
**Styling  
ideation**

Capabilities Include |

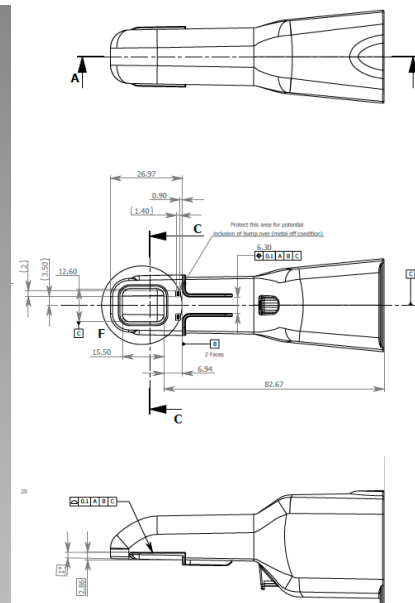
- 'A' Surface generation
- Photorealistic CGIs
- Storyboard animations
- Appearance models (CNC, Vacuum Casting, 3D printing)



Service |  
**Mechanical Feasibility & Ideation**

- Capabilities Include |
- Initial engineering FEA feasibility studies
  - Thermal management CFD studies
  - Functional space model creation
  - Material/manufacturing process selection
  - Build and de-risk functional areas of the design





## Service | Mechanical Development

## Capabilities Include |

- Detailed engineering design at component level
- 2D & 3D drawings for components and assemblies
- Prototyping
- Component review and build assessment



## Service | Hardware Design

## Capabilities Include |

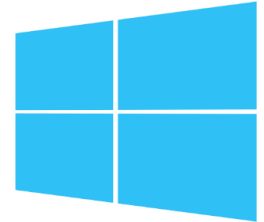
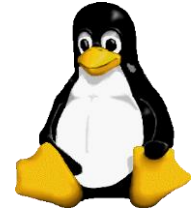
- System, board and chip level design
- Digital, power & analogue
- Cost reductions & obsolescence
- Prototyping, bring-up and debugging
- Product verification



## Service | Hardware Design

### Capabilities Include |

- Processors and DSPs (e.g. ARM, TI, NXP)
- FPGA design
- Sensors (Analogue and Digital)
- Optoelectronics
  - Photo Diodes, APDs, Silicon Photomultipliers
  - CCD, CMOS Sensors
  - Optical Fibre Modem
- Interface design
  - Bluetooth
  - Wireless: 802.11, 3G/4G, GPRS, RFID, GPS, Zigbee, Zwave
  - Ethernet
  - SDI, HD-SDI, HDMI,
  - USB and other serial protocols
- Power management and portable device battery power design

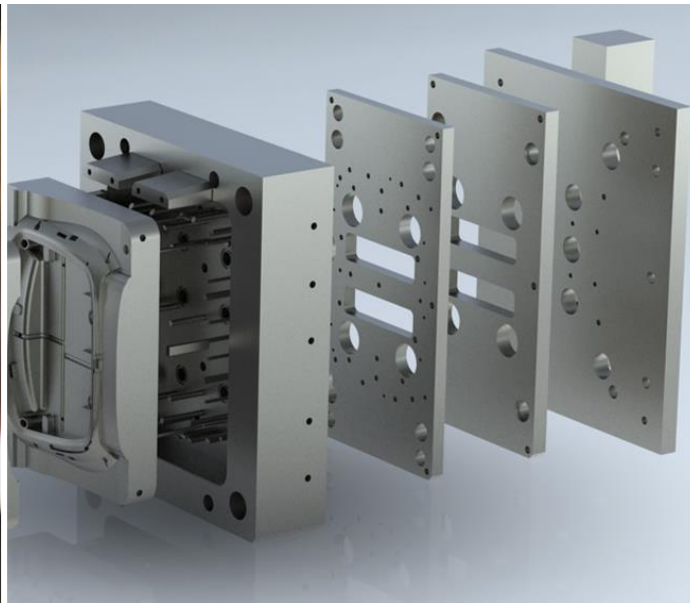
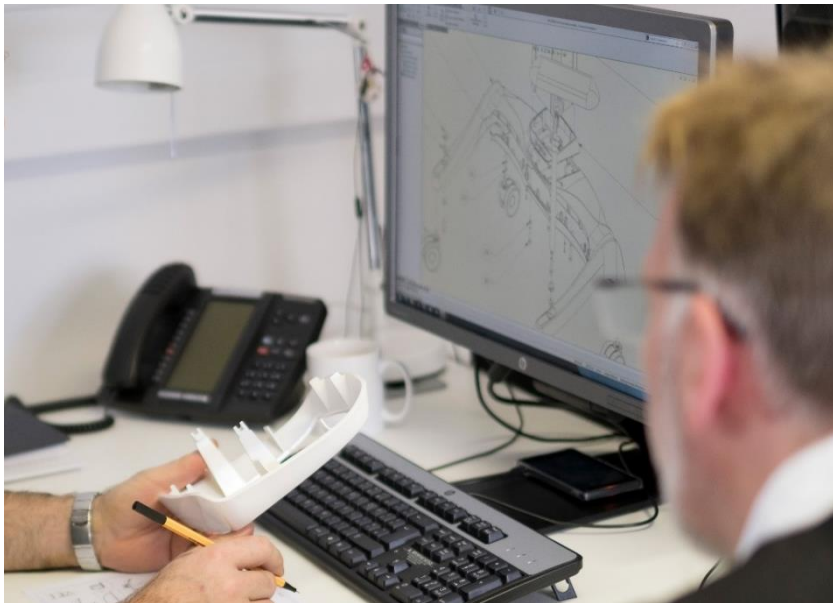


## Service | Software Design

### Capabilities |

- Operating Systems
  - Android / iOS development
  - M/S Windows development
  - Real-time (embedded) development
    - E.g. FreeRTOS, Linux, etc.
- Device drivers, Physical layer interfaces
- Algorithm development
- Languages
  - C, C++ and C#
  - Python





## Service | Pre-production Support

## Capabilities Include |

- Supply chain management and communications/visits with manufacturing sites
- On-site handover with contract manufacturing engineering team
- Review of tool GAs, feed gate, ejection, part marking etc.
- Review of TX samples and instruction / liaison on modifications to production ready
- Support with jigs and fixtures







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