



Vicon Motion Systems

Motion capture camera series

Challenge

Vicon Motion Systems Ltd is the global leader in motion capture technology, developing both its own hardware and software solutions. Vicon technology is used across many industry sectors from Life Sciences and Animation to Engineering.

Vicon commissioned PDD to create a design language that would define the visual impact of their future products and capture the technological advances of their next generation cameras.

Solution

The result of early Vicon consultations with PDD and continued partnership has resulted in a market defining design that sets the standards for competitors to follow and has defined a visual language that Vicon can capitalise on for future products and in other areas of its business. PDD's work on the visual brand language, semiotics research, concept generation, engineering, prototyping and production outsourcing proved critical in the successful delivery of a product that takes full advantage of our integrated process and knowledge of economic manufacturing approaches.

Result

With up to 16 mega pixel resolution available, highly accurate object tracking and award winning design, the MX T-Series stands out as a product that will deliver great results for customers while providing Vicon with a future development platform.

The MX T-Series has won a prestigious international award: The International Forum Design Award.



"For the last 20 years, we had always carried out industrial and engineering design in house. So it was a big step for the company to start looking outside for help.

PDD were selected because it was clear they would give us so much more than we could have achieved with our own resources – and it turned out even better. We were particularly impressed with the semiotics-led approach. Maybe I've lived a sheltered life, but I'd never heard the word before we met PDD. It worked brilliantly - they spent time with our customers, understanding our markets and through all this provide an excellent map of our product environment. So when it then came to concepts and design, everything had a visible logic.

We enjoyed working with the PDD team – they're clearly good at the work but perhaps most importantly they were great on the communication side. There are bound to be problems on projects, but it was easy to talk openly with PDD about what was and what wasn't working. And then we agreed changes which then happened. On the basis of the success of this first project, we have now started other projects with them - and that ultimately is a real measure of success."

Nick Bolton,
Chief Executive OMG Plc (Parent company of Vicon Motion Systems Ltd & former Vicon CEO)

Building deep relationships that deliver meaningful innovation

For more information email contact@pdd.co.uk or visit our website

www.pdd.co.uk

