



# RoadPilot

## MicroGo GPS Speed Warning System

### Challenge

Redesign the existing product - reducing the manufacturing cost by simplifying the product connections, whilst maintaining the established RoadPilot USP of a small form factor and single-button interface. The product refresh was critical to maintain RoadPilot's position within the market. The relatively high manufacturing cost of its existing product was becoming untenable in the face of increasingly stiff competition. PDD was also required to design a modular cradle that allowed the product to be mounted in a variety of positions in the car.

PDD had previously worked with the owner of RoadPilot, James Flynn, when he owned and ran Navico - one of the UK's largest manufacturers of marine electronics. In the 90's PDD worked with Navico to develop a range of communication and navigation products for the marine leisure industry up until the company was sold to one of its European competitors - Simrad. Many of the products PDD designed for Navico still remain in the Simrad portfolio.

After taking on RoadPilot as a new challenge James Flynn returned to PDD for its reliable service in the development of MicroGo.

### Solution

On the visual side, PDD worked with RoadPilot to develop a product style that both complimented and enhanced its product range. A universal

product aesthetic was also required in order for the product to work with a variety of vehicle interior designs. A modular fascia component was chosen

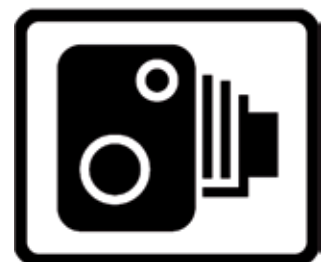
to accommodate future product updates or to allow RoadPilot to produce OEM products for corporate customers.

PDD was responsible for the full technical development of the product including the iterative development of the mounting system, which was heavily influenced by in-house prototyping and testing. PDD's responsibilities also extended to the development of a custom light guide for the display's multi-coloured backlight in conjunction with the LCD display supplier.

PDD managed the pre-production manufacturing stage on behalf of RoadPilot; leveraging its in Far East manufacturing and quality assurance expertise. PDD liaised directly with the Taiwanese manufacturing partner to manage the injection mould development and tool sampling.

### Result

MicroGo was launched at the MPH05 auto exhibition in November and was immediately hailed as the smallest and "best looking" GPS camera locator on the market in on-line reviews. Early orders following the launch suggest that demand for the product will be high.



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