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MLE and PDD provide a holistic approach to product development

Whiteparish, UK, Date Month 2007. UK electronic design specialist MLE today announced a partnership with PDD the UK's number one product innovation consultancy, giving both companies the ability to deliver a complete design solution for medical electronics and other technology products. Together, MLE and PDD can take a holistic approach to product development, looking at the system in its entirety rather than just from a single perspective.

The non-exclusive partnership gives MLE customers access to PDD's award-winning capabilities to look at the user experience of medical and other electronic systems, and gives PDD access to the electronic engineering resources of MLE. Both companies have exceptional track records in their fields, offering the experience, structure and project management skills to support a portfolio of blue chip and entrepreneurial clients across a range of industry sectors.

Commenting, Mike Lloyd, managing director of MLE said, "PDD shares our creative and enthusiastic business culture – which helps us both to exceed our customers' expectations by approaching design challenges and product development from completely new perspectives. Partnering with PDD gives us access to their ability to look at the whole interaction between the user, the environment and the product. Effective industrial design

is a great way to differentiate products in the market, and can make a huge difference in overall market acceptance.”

Alun Wilcox, Director of Medical at PDD responded, “Over 50% of our business is in medical systems, a growing proportion of which now include electronics at some level. MLE gives us a partner with highly complementary strengths, who shares our flexible, responsive approach and our passion for great product design. They offer a very broad range of analog and digital electronic engineering skills, extending from embedded systems and power, to instrumentation and software.”

The creativity of the PDD and MLE design teams has been endorsed by a raft of coveted awards. MLE received recognition at the IDEA awards 2006 (highly commended in the Innovative Small Company category), Investors in People award and won the Dyson award for Engineering in the 2005 Wiltshire Business of the Year awards. Over the past 12 months PDD has won nine international awards for excellence in innovation, most recently in 2008, a much coveted iF product design award for the Merck Serono easypod® device and the internationally recognised red dot product design award for the Quartz Electric electric shower, manufactured by Aqualisa.

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About PDD

PDD: Building deep relationships that deliver meaningful innovation

PDD is a leading product and service innovation consultancy with over 25 years of experience in user research, design and technical development. PDD has brought award winning innovation, technology and creativity to a wide range of markets including the transport, consumer, medical, telecoms, industrial, commercial and service sectors.

PDD delivers meaningful innovation and insightful solutions that translate into competitive advantage. PDD works as a strategic partner with clients, covering the spectrum from developing an innovation strategy to the conception of an idea and if needed, the out-sourcing of production. Our services include strategy, behavioural research, cultural trends and analysis, product innovation, as well as technological problem-solving and solution implementation.

For further details please visit www.pdd.co.uk

About ML Electronics

ML Electronics (MLE) is an innovative UK-based specialist offering electronic product design, development and manufacturing services. The expertise of its strong engineering team spans analog and digital design, including embedded systems, DSP, power supply technology, motor drives, instrumentation, communications and software. MLE serves a wide portfolio of customers in the medical, industrial, scientific, consumer, audio and security industries. For further details please visit www.ml-electronics.co.uk.

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