



futures Helix phone

New twist to mobile phone design

PDD Futures takes trends analysis that little bit further, making the products of the future possible today. Experts from across the company analyse markets, materials, technology and consumers to investigate and inspire the development of new products and services. We then create solid examples so our clients get to see the future on paper, then hold it in their hands.

Background

PDD strives to maximise the user experience of all its products, proving time and again that there is no substitute for the specialist input of dedicated innovators when it comes to delivering a well designed, commercially sound proposition to the marketplace. In a recent project as part of its vigorous futures programme, PDD decided to add a new twist to mobile phone design (quite literally) - with stunning results.

Concept

As with all its designs, PDD developed a deep understanding of the potential user base for its revolutionary new phone. Not satisfied with the latest features and software, this group of style-conscious users would require something elegant and visually stunning. With so much product development in this area being outsourced to the Far East, innovation in the look and feel of mobile

phones has somewhat stagnated, leaving users struggling to find anything truly interesting in the marketplace.

PDD set itself the challenge of developing a phone that would not just look beautiful, but also enhance the physical experience of using a mobile. Naturally, the new phone would include all the functionality of a top of the range handset: phone, text, MP3 and camera.

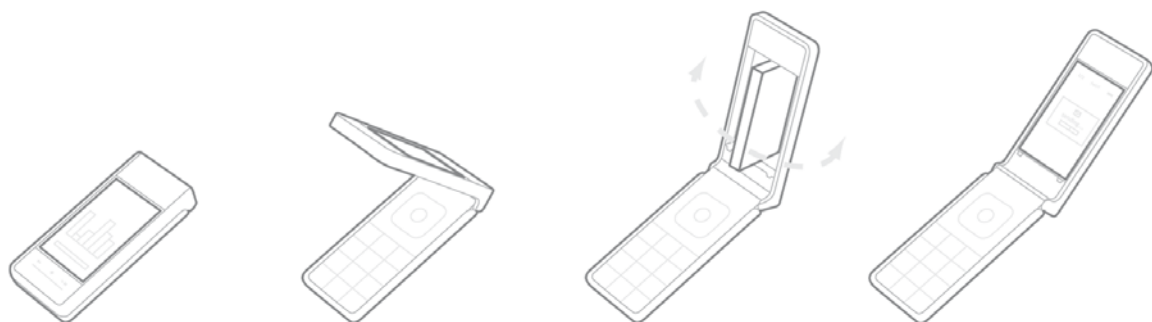
It was this multi functionality that helped to drive the direction of the phone. The PDD innovators began to visualise a handset that would offer a seamless transition from one mode to the next, from phone, to text, to MP3, to camera, in a single, effortless movement.

The team drew on its years of experience in design and engineering to transform the concept of the phone into reality. The transformation of the phone between modes would require detailed and minute mechanics, coupled with elegant styling, to create the visual impact so vital to the finished product.

Technology

The result is Helix, a completely new concept in mobile phone design. Helix combines the best elements of existing clamshell phone technology with a multi-purpose screen that revolves 180 degrees about its vertical axis in a smooth, attractive motion. When closed, Helix is a sleek, compact design with a large viewing and control area, enabling maximum convenience and ease of use as a camera or MP3 player. When used as a phone or for texting, the traditional clamshell hinge movement triggers a secondary swivel motion that brings the screen around to face the user.

The easy fluidity of the movement is a triumph of engineering, creating a user experience like none other in the market place today. At a recent international telecommunications conference, Helix received wide acclaim and has been recognised as a true innovation in mobile phone technology by the worldwide telecommunications media.



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

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