



Morphy Richards

DRM radio

Brief

Morphy Richards is a brand best known for offering an extensive range of small domestic appliances. In 2005, the company moved into the audio market with a series of portable audio products that aimed to raise consumer perception of the brand through product design excellence.

PDD was asked to work with the in house audio engineering team at Morphy Richards to develop a new DRM radio for the European market.

DRM (Digital Radio Mondiale) is a standard agreed by world broadcasters for a new short wave radio system. DRM technology uses compression to deliver FM quality sound across AM reach – allowing broadcasters to deliver high quality services to listeners in areas that are unable to receive a digital signal. This is a common issue in parts of Europe that do not have access to DAB - an appealing commercial opportunity for Morphy Richards which is looking to raise the profile of the brand in European markets.

Approach

The PDD design team worked closely with Morphy Richards audio technicians to understand constraints relating to the product architecture – particularly in regard to audio performance. As one of the main objectives was to deliver market leading sound for a portable radio of this kind, initial concept designs explored the tradeoff between physical aspects (size, configuration, construction) and consumer appeal (sound quality, portability, aesthetics).



The selected approach addressed the need for a large internal volume successfully without compromising the visual appeal of the product. An iterative process of technical and visual refinement took place – involving rig building and testing to ensure that the required performance could be achieved within the design. PDD used 3D CAD packages to develop and refine the industrial design concurrently with the generation of reference data from which the product was ultimately produced.

Result

The Morphy Richards DRM radio has been designed to deliver market leading DRM sound within a clean, contemporary design.

Styled to appeal to a broad cross section of digital listeners, the visual language of the product is based on a restrained use of detailing that is driven by functionality and seeks to express the progressive yet familiar nature of DRM technology. The refined aesthetic successfully conveys the superiority of the MRDRM01's acoustic performance over its peers and embodies the high quality radio service on offer.

The design of the Morphy Richards DRM radio also looks to the future – the profile of the enclosure allows for additional modules (such as an additional speaker) to be added after purchase in a way that complements the considered style of the main unit.

“The work that I received from PDD was only exceeded by the support given and the willingness by all at PDD to become a valuable member of the Morphy Richards Audio Team. The result was great design that we are sure will become a great success with consumers”

Nick Richards, Product Group Manager - Audio

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

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