



Pace Micro Technology plc

The future of entertainment

Brief

Pace Micro Technology plc is the world's largest dedicated developer of digital set-top box technology and has become a market leader in personal video recorder (PVR) technology. Driven by operator and consumer demand to bridge the gap between broadcast and the Internet, Pace had developed the technology behind the world's first mobile PVR for payTV.

Understanding the importance of design and its impact on end usability, Pace commissioned PDD to design and develop the PVR2GO for launch at IBC Amsterdam; and to reflect Pace's market leadership and advancement.

Solution

PDD conducted extensive research and a series of consumer insight sessions to establish opportunities for design development. The results were collated and a number of potential user scenarios defined which clearly illustrated modes of use: sharing with friends, commuter viewing, in-car entertainment for children, use during holidays etc. Using these scenarios PDD undertook visual brand language and mapping exercises to establish where the product should be visually positioned.

Concepts were then developed using 2D CAD and assessed by groups of consumers. The resulting information was used to focus on three preferred designs. Detailed development then concentrated on form, colour, materials, interface and branding. The concepts were presented to the team at Pace and collectively a single direction chosen for final development in 3D CAD and model making. PDD worked closely with Pace to ensure the concept was commercially and technically viable.

PDD manufactured two visual models, one non-functioning and one with a working screen. PDD also developed a series of accessories for each concept, including carry case, headphones, remote control, charging units and desktop stands. The unit has been designed to suite all ages, but has been conceived primarily as a lifestyle object, as apposed to a business or overtly technical piece of media viewing equipment.

Result

The handheld PVR2GO makes it possible to view conditional access-protected digital TV content, wherever and whenever a subscriber chooses. Building on existing customers and existing technology the PVR2GO offers users a high quality viewing experience and gives pay TV subscribers access to their favourite programs outside the home. Users can download any program from Sky Plus including documentaries, children's programs, films and even music. There are no limits to the types of content available unlike with current MP4 and portable DVD devices.

Pace is investigating the possibilities of funding development through to commercial launch; and future opportunities for live content, embedded DVD/DAB, gaming, PDA/phone capabilities, and keyboard and email/web access.



"We're really pleased about how the project has progressed particularly with the tight timescale thrown at PDD. We're very happy with the outcome."

Pace Micro Technology plc

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

www.pdd.co.uk