



Industrial Design Service

Making your product recognizable

IMP-Telecommunications, as a recognized Southeast European embedded systems design house, offers a wide range of design services. These services include: embedded systems design, DSP algorithms development, FPGA design, software design, analogue and digital hardware design, microwave/ EMC design, PCB design, prototyping and manufacturing. Latest addition to our portfolio is an industrial design service. Industrial design service takes care of functional, ergonomic and aesthetic aspects of the final product. It augments design process in every phase, from concept ideation to prototype production. Industrial design provides product concepts, visualization, 3D and physical modeling, selection of materials, and mechanical design issues solving. In the product design process we insist on quality, finish materials, innovation, environmental impact, functionality, ergonomics, intended use, safety, branding and universal design.

In this segment of our portfolio we collaborate with the Nikola Knezevic Industrial Design Studio, led by a prominent Serbian industrial designer Nikola Knezevic. Nikola's design studio is concerned with the efficient and effective generation and development of ideas throughout the complete device design process. The ideas are generated by imagination, observation and research, fulfilling the expressed need to solve a problem, to follow the particular trends, to do a specific task in an innovative way. Every innovation starts with an idea. We contextualize it, test it, refine it, and build it— but with every layer of complexity added, we make sure that the idea stays recognizable and the customer expe-

rience intuitive. We are following inherently shared approach, in which creative design thinking brings together customers, industrial designers and embedded systems designers to effectively explore new ideas that are more human-centered, that are better able to be executed, and that generate valuable new outcomes.

Examples of finished projects shown in this leaflet represent outcomes of the processes and methods we



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Rolly and Buddy PDAs concept design sheet

practice. The Rolly and Buddy personal digital assistants are concept PDA's developed by Nikola Knezevic for Tokyo-based Creat and IT Carrozeria from Hokkaido. After a complex and detailed research of the Japanese market, aesthetic and functional aspects were determined. Two device types were proposed as a wish to push the trend forward. We combined trend elements and placed them in a new arrangement improving ergonomics and functionality. Further more, the achieved aesthetic differentiation proved to be a significant factor resulting in higher brand visibility.



Korato KVP03 preamplifier

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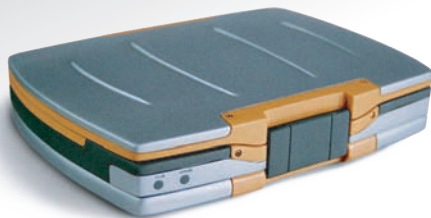
Korato KTA300 amplifier

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The stereo power amplifier set KVP30/KTA300 designed for Korato, Serbia, is made of aluminum. The outer shell is curved to make a soft, elegant and yet robust impression. The unit is simple and refined. The front panel clearly suggests the interaction area indicating the order of action. Anodized and painted surface finish (aluminum) proved to be the best solution for ease of maintenance. The amplifier unit's construction is dual mono, with large power transformers (600VA each), 36,000 uF power supply capacitors, advanced pre-driver and driver stage, resulting in a state-of-the art class-A audio device.



The small personal computer with complete power autonomy is one of the projects in which significant degree of technical innovation fundamentally changed the nature of the product. Power independence is attained due to long-lasting batteries that are recharged by a solar panel attached to the screen. The solar panel is rotatable with respect to the screen panel. It can be used to close the unit completely or to reveal solar cells when there is a need to recharge the batteries. The computer construction is compact and durable.

Nikola Knezevic Industrial Design is a design studio focused mainly on research and development of advanced ideas and concepts. Nikola tries to implement innovation in every segment of product design and production, whether it is new aesthetics, technical or functional improvement. Most of his projects are conceptual studies of objects and products in a sphere of electronics, furniture, lighting, consumer products and objects from glass and ceramics. Many of his designs were awarded at the most influential design competitions such as Braun Design Competition, LG Electronics Design Competition, Korea, IF Design, Hanover, ID Annual Design Competition, New York as well as at



Personal computer design, © Nikola Knezevic, 2009

Japan Design Competition, Osaka. In several occasions Nikola Knezevic spent time in Japan studying and training design discipline, working on projects for Sony and IT Carozzeria and developing his own products related to electronics, furniture and lighting equipment. His client list also includes HP, Toshiba, Polaroid, B&W, Korato, Buck. Recently Nikola was selected into the best 100 designers of today by TASCHEN Books. Several of his designs are printed in their latest book on industrial design called "Design Now!" Moreover, he was selected by the European Center for Architecture and Design as one of the best 40 European designers under 40 for 2010.



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Computer projector design model



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