

Design 2 Customer (D2C) Ideas for the next generation

傳資生時
達訊活真善美

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11/05/2006

Overview Technological Options D2C

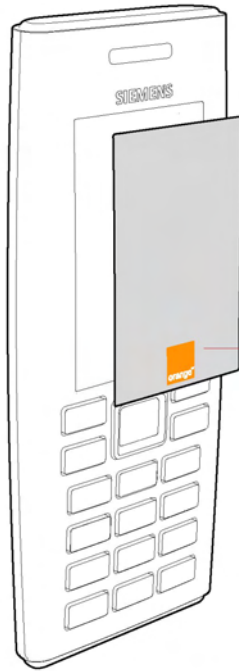
Display Window	Sticker on front side	Keypad	Additional keypad row	Operator key	Design part	Adhesive foil on display window
Separate design frame; assembly at the end of production line	Positioning on cavity in housing; assembly at the end of production line	Assembly at the end of production line	Assembly at the end of production line	Assembly at the end of production line	Optical integration in housing by using housing design, material & colour	!! UNDER EVALUATION ! ! decorated foil on display window
Production technology: -snapping -gluing -screwing	sizing defined by patterns (CDO, MD)	Production technology: -snapping -gluing	Production technology: -snapping -gluing	Production technology: -snapping -gluing	Production technology: -snapping -gluing	Production technology: -gluing
low cost & fast customization at supplier	low cost & fast customization at supplier			low cost & fast customization at supplier	low cost & fast customization at supplier	low cost & fast customization at supplier
late customer decoupling point therefore higher flexibility for reaching short lead times compared to standard solutions	late customer decoupling point therefore higher flexibility for reaching short lead times compared to standard solutions	late customer decoupling point therefore higher flexibility for reaching short lead times compared to standard solutions	late customer decoupling point therefore higher flexibility for reaching short lead times compared to standard solutions	late customer decoupling point therefore higher flexibility for reaching short lead times compared to standard solutions	late customer decoupling point therefore higher flexibility for reaching short lead times compared to standard solutions	late customer decoupling point therefore higher flexibility for reaching short lead times compared to standard solutions

Logos

- Bar Phones

Separation LCD / Lens

01

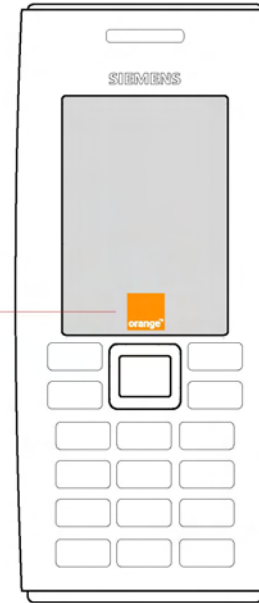


Idea

No-ID part on display window
would give most qualitative
appearance to No-ID issue

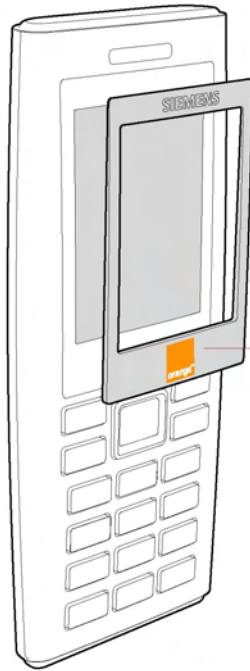
Risks/Known Problems

difficult to avoid dust between
display and display window;
more costs



Design Frame

02



Idea

No-ID part mounted as a separate frame flush around the display window

would give most qualitative appearance to No-ID issue

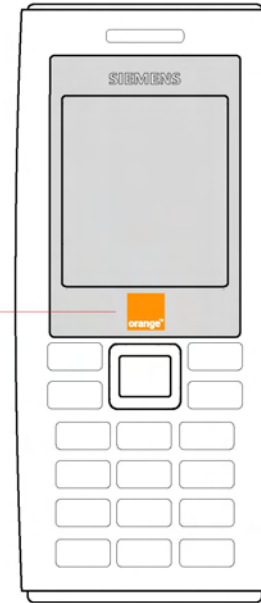
may add overall thickness (ca. 0.5 mm) to product

Risks/Known Problems

availability of vertical space
(orange logo most difficult)

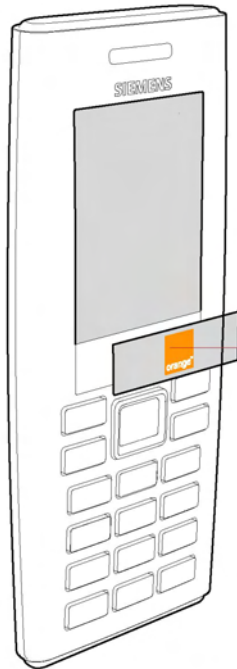
availability of sufficient glueing surfaces (see Kestrel problem)

colour and material matching
(maybe more costs if made as IMD part)



Sticker

03 a



Idea

No-ID part mounted as a separate part below display window

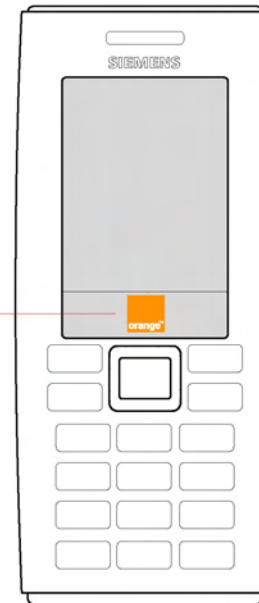
may add overall thickness (ca. 0.5 mm) to product

Risks/Known Problems

availability of vertical space

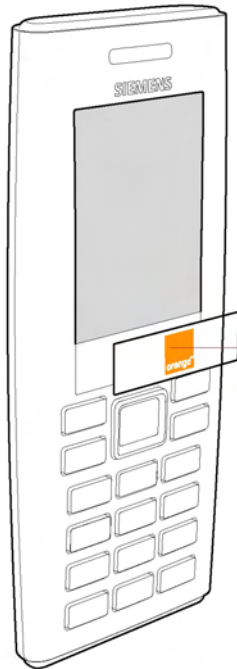
if executed as on Kestrel an undesired "step" between display and No-ID part

colour/material matching



Sticker

03 b



Idea

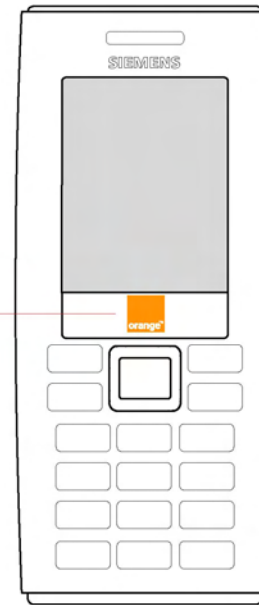
No-ID part mounted as a separate part below display window

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Risks/Known Problems

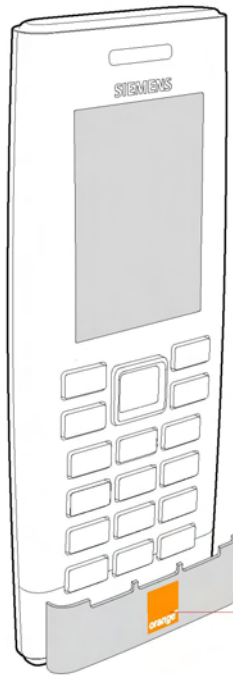
availability of vertical space

if executed as on Polaris risk of poor colour/texture (brush pattern) matching



Design Part - also location for sticker

04



Idea

No-ID part mounted as a separate part below numeric keypad

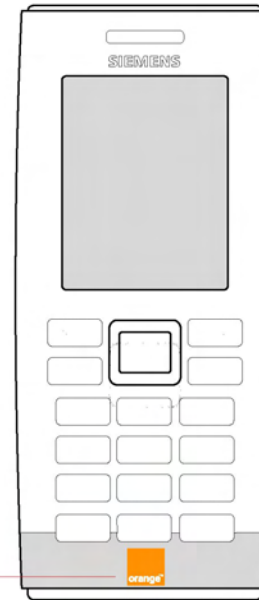
may add overall thickness (ca. 0.5 mm) to product

follows the design of surfaces and graphic layout, to be part of the design (unlike Sony Ericsson)

Risks/Known Problems

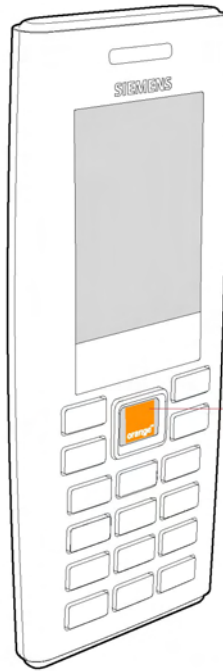
availability of vertical space

risk of poor colour/texture matching



Keypad - Extra Center or Navigation Key

05

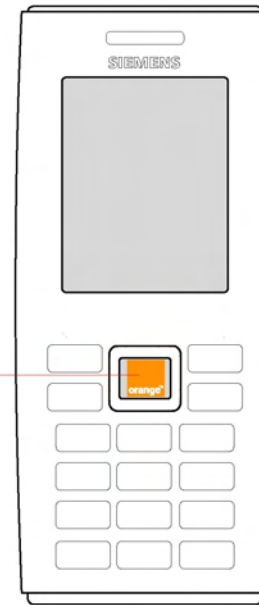


Idea

No-ID part as navigation key centre

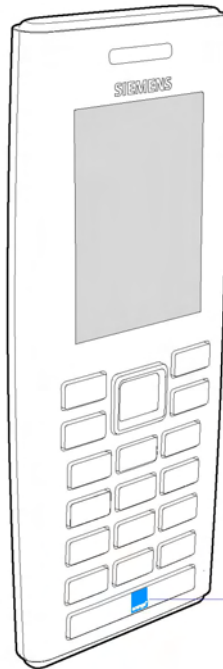
Risks/Known Problems

availability of space inside the navigation key, specially for wider provider logos



Keypad - Extra Key

06

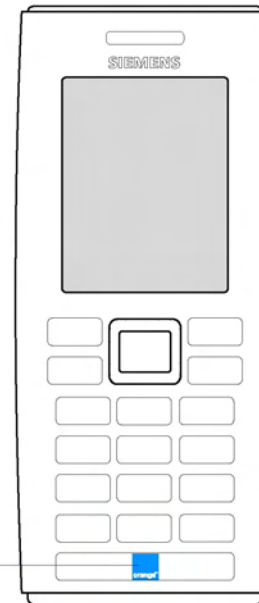


Idea

No-ID part as an extra key in the number keypad

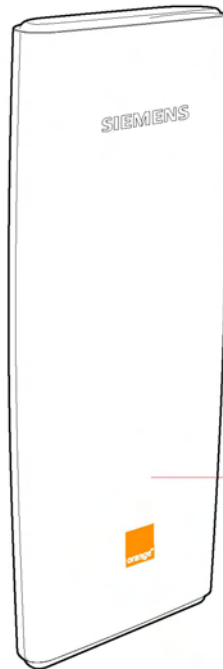
Risks/Known Problems

availability of space in the number keypad



Battery Cover

07

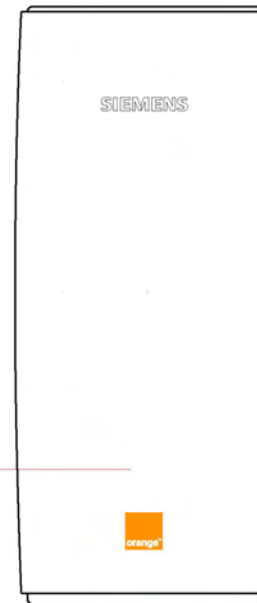


Idea

No-ID logo decorated on battery cover

Risks/Known Problems

maybe more costs since every provider needs own battery cover

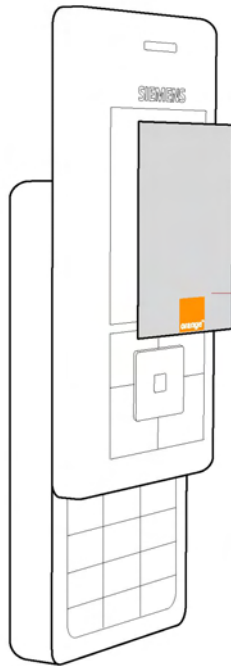


Logos

- Slider

Separation LCD / Lens

01

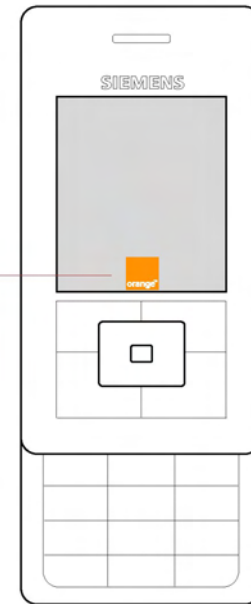


Idea

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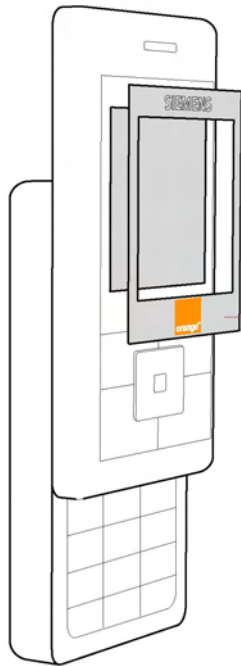
Risks/Known Problems

difficult to avoid dust between
display and display window;
more costs



Design Frame

02



Idea

No-ID part mounted as a separate frame flush around the display window

would give most qualitative appearance to No-ID issue

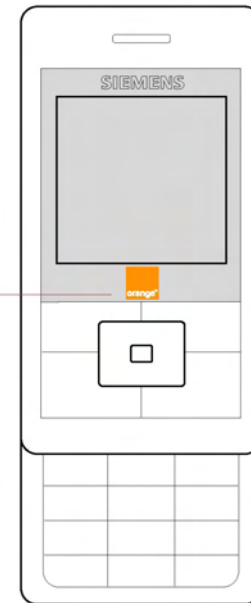
may add overall thickness (ca. 0.5 mm) to product

Risks/Known Problems

availability of vertical space
(orange logo most difficult)

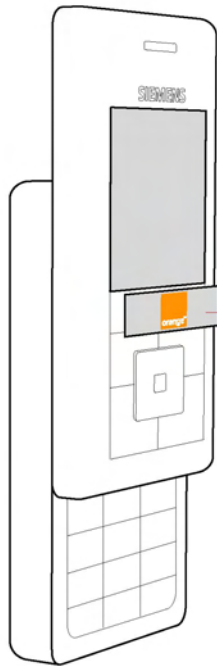
availability of sufficient glueing surfaces (see Kestrel problem)

colour and material matching
(maybe more costs if made as IMD part)



Sticker

03 a

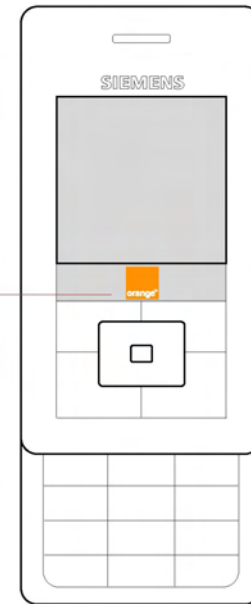


Idea

No-ID part mounted as a separate part below display window
may add overall thickness (ca. 0.5 mm) to product

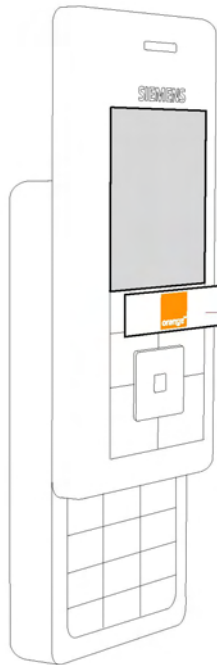
Risks/Known Problems

availability of vertical space
if executed as on Kestrel an undesired "step" between display and No-ID part
colour/material matching



Sticker

03 b

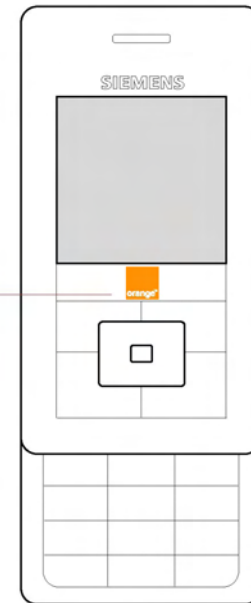


Idea

No-ID part mounted as a separate part below display window
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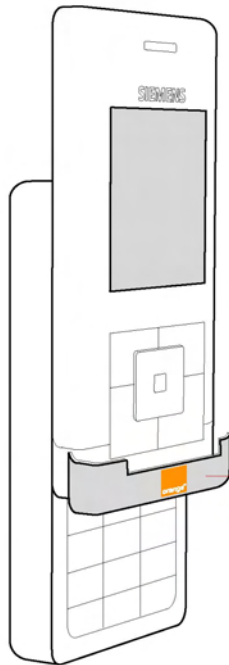
Risks/Known Problems

availability of vertical space
if executed as on Polaris risk of poor colour/texture (brush pattern) matching



Design Part - also location for sticker

04



Idea

No-ID part mounted as a separate part below numeric keypad

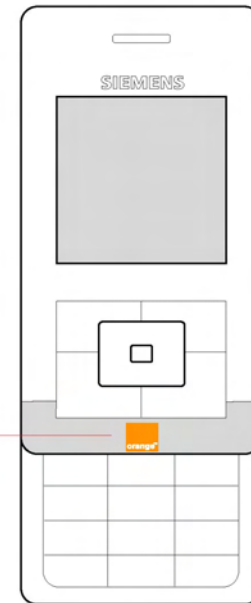
may add overall thickness (ca. 0.5 mm) to product

follows the design of surfaces and graphic layout, to be part of the design (unlike Sony Ericsson)

Risks/Known Problems

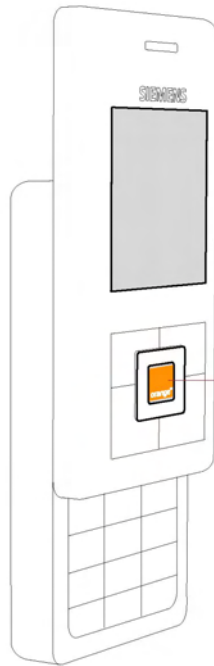
availability of vertical space

risk of poor colour/texture matching



Keypad - Extra Center or Navigation Key

05

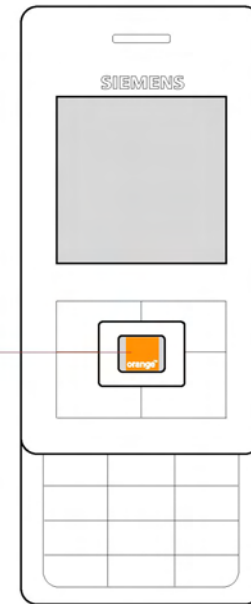


Idea

No-ID part as navigation key centre

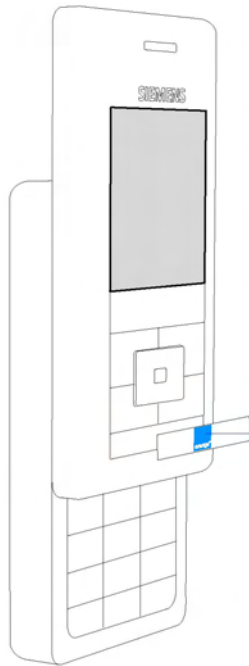
Risks/Known Problems

availability of space inside the navigation key, specially for wider provider logos



Keypad - Extra Key

06



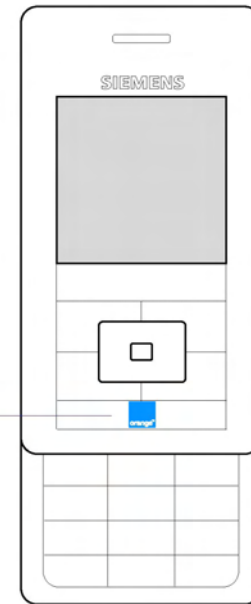
Idea

No-ID part mounted as a separate key in the navigation key area

Risks/Known Problems

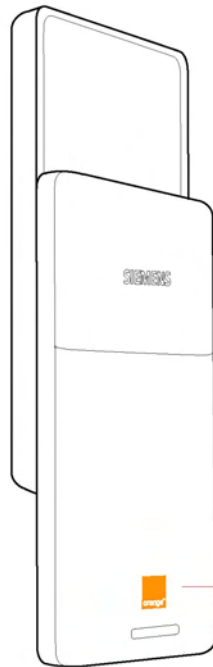
availability of space

risk of poor colour/texture matching



Battery Cover

07



Idea

No-ID logo decorated on battery cover

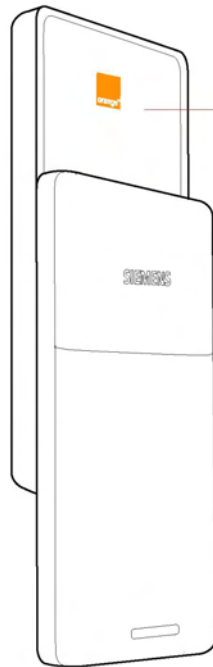
Risks/Known Problems

maybe more costs since every provider needs own battery cover



Sticker on back side of U/C

08



Idea

No-ID logo decorated on slider back side

Risks/Known Problems

maybe more costs since every provider needs own slider back side



Logos

- Clam Shell

Separation LCD / Lens

01

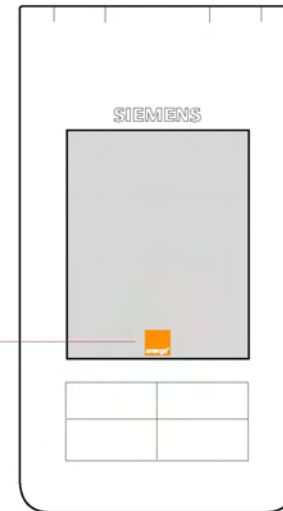


Idea

No-ID part on display window
would give most qualitative
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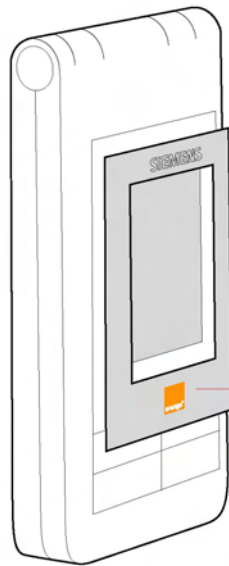
Risks/Known Problems

difficult to avoid dust between
display and display window;
more costs



Design Frame

02



Idea

No-ID part mounted as a separate frame flush around the display window

would give most qualitative appearance to No-ID issue

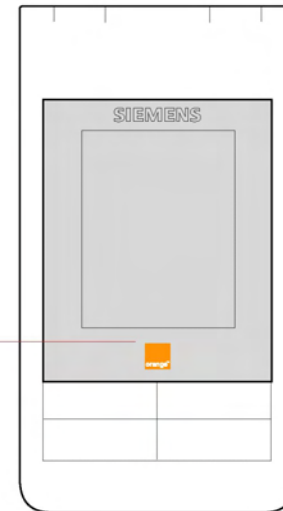
may add overall thickness (ca. 0.5 mm) to product

Risks/Known Problems

availability of vertical space (orange logo most difficult)

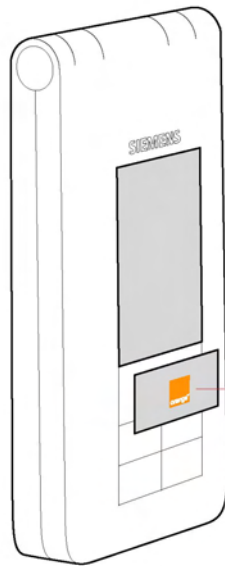
availability of sufficient glueing surfaces (see Kestrel problem)

colour and material matching (maybe more costs if made as IMD part)



Sticker

03 a

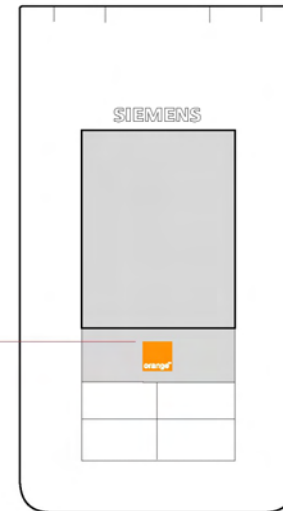


Idea

No-ID part mounted as a separate part below display window
may add overall thickness (ca. 0.5 mm) to product

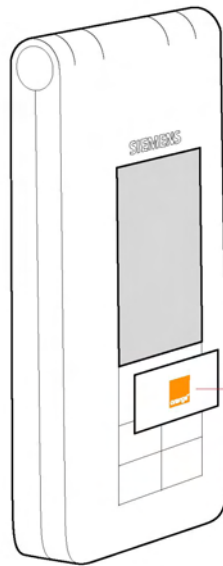
Risks/Known Problems

availability of vertical space
if executed as on Kestrel an undesired "step" between display and No-ID part
colour/material matching



Sticker

03 b

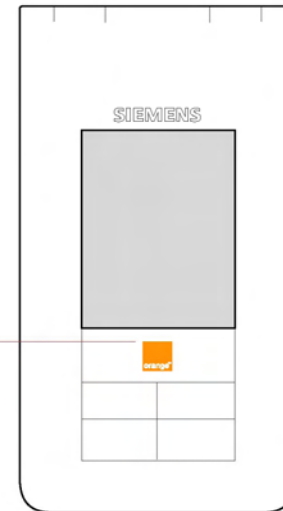


Idea

No-ID part mounted as a separate part below display window
may add overall thickness (ca. 0.5 mm) to product

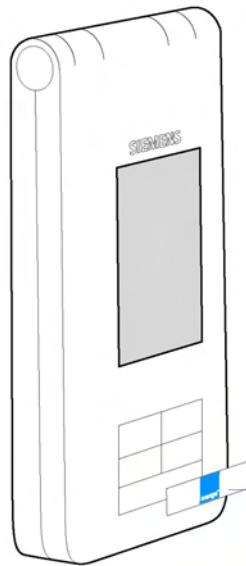
Risks/Known Problems

availability of vertical space
if executed as on Polaris risk of poor colour/texture (brush pattern) matching



Keypad - Extra Key

04

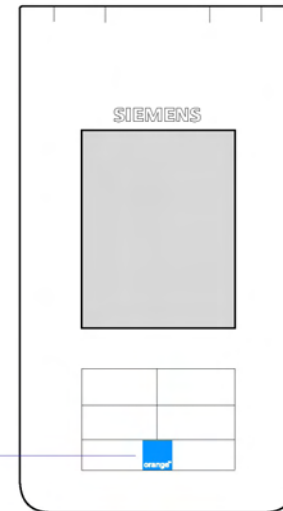


Idea

No-ID part mounted as a separate key in the navigation key area

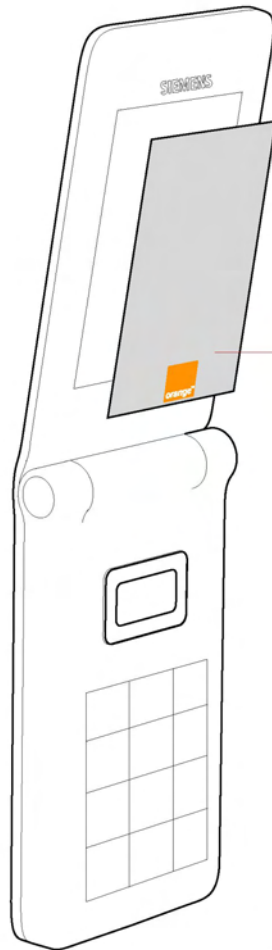
Risks/Known Problems

availability of space
risk of poor colour/texture matching



Separation LCD / Lens

05

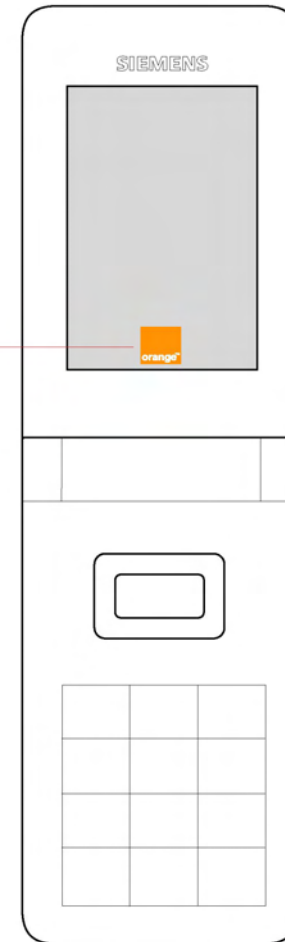


Idea

No-ID part on display window
would give most qualitative
appearance to No-ID issue

Risks/Known Problems

difficult to avoid dust between
display and display window;
more costs

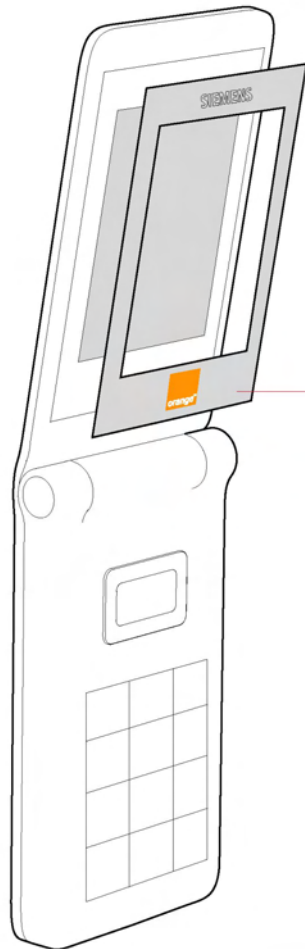


Design No-ID Toolbox Siemens mobile June 08 2005

PHOENIX DESIGN ■

Design Frame

06



Idea

No-ID part mounted as a separate frame flush around the display window

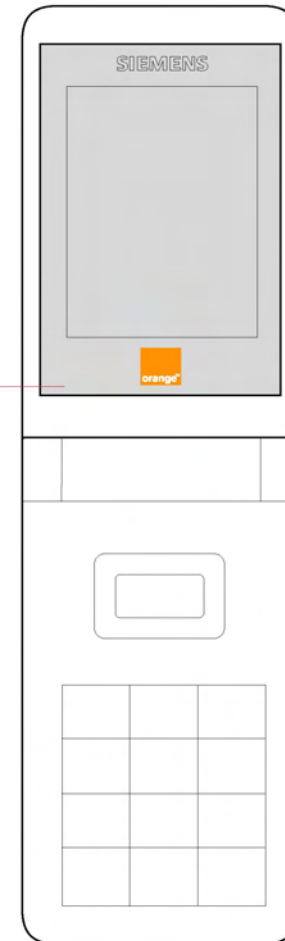
would give most qualitative appearance to No-ID issue

may add overall thickness (ca. 0.5 mm) to product

Risks/Known Problems

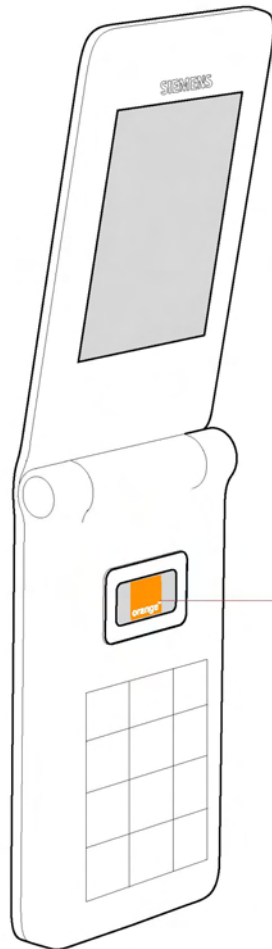
availability of sufficient glueing surfaces (see Kestrel problem)

colour and material matching (maybe more costs if made as IMD part)



Keypad - Extra Center Key

07

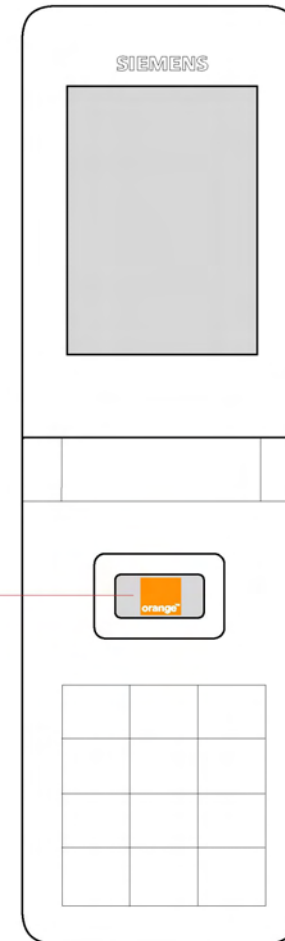


Idea

No-ID part as navigation key centre

Risks/Known Problems

availability of space inside the navigation key, specially for wider provider logos

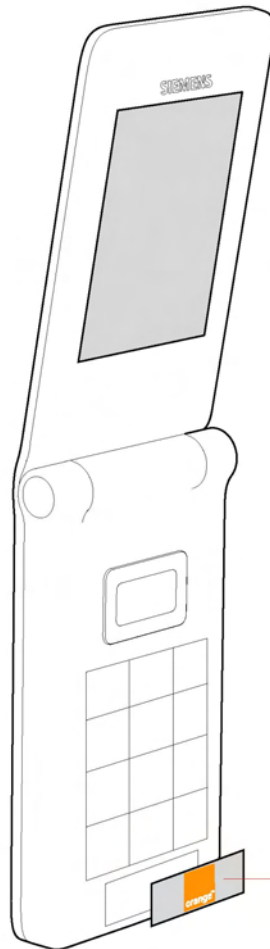


Design No-ID Toolbox Siemens mobile June 08 2005

PHOENIX DESIGN ■

Sticker

08



Idea

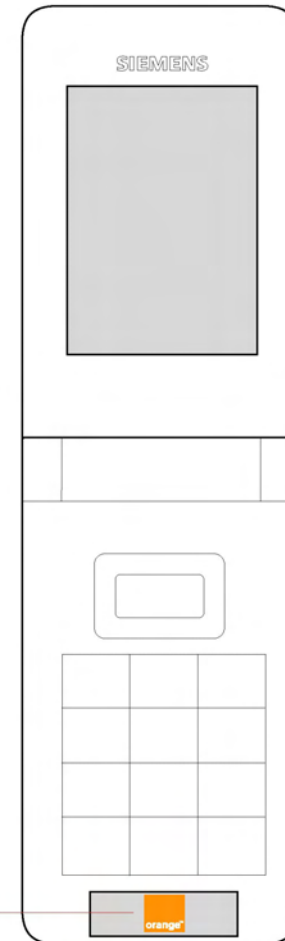
No-ID part mounted as a separate part below numeric keypad

may add overall thickness (ca. 0.5 mm) to product

Risks/Known Problems

availability of vertical space

risk of poor colour/texture matching

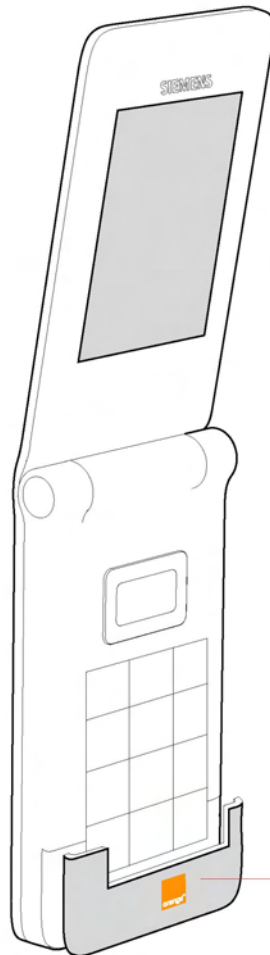


Design No-ID Toolbox Siemens mobile June 08 2005

PHOENIX DESIGN ■

Design Part - also location for sticker

09



Idea

No-ID part mounted as a separate part below numeric keypad

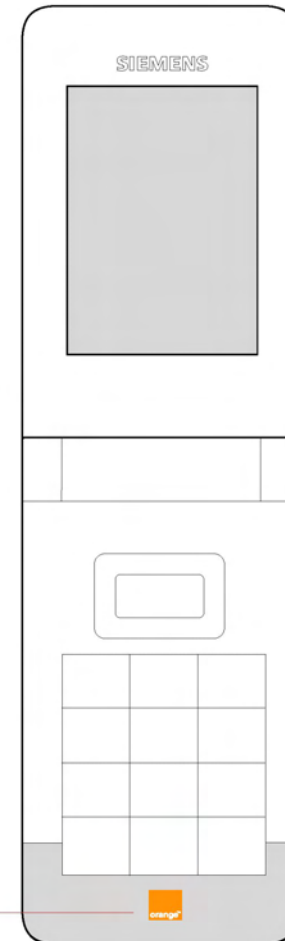
may add overall thickness (ca. 0.5 mm) to product

follows the design of surfaces and graphic layout, to be part of the design (unlike Sony Ericsson)

Risks/Known Problems

availability of vertical space

risk of poor colour/texture matching

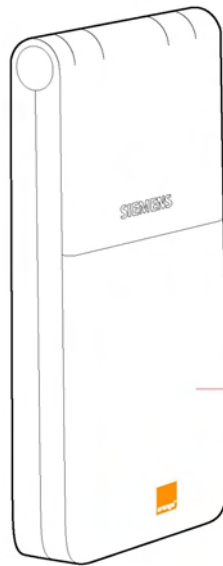


Design No-ID Toolbox Siemens mobile June 08 2005

PHOENIX DESIGN ■

Battery Cover

10



Idea

No-ID logo decorated on battery cover

Risks/Known Problems

maybe more costs since every provider needs own battery cover



Jobs done – Logo solutions improving NoID Usability

Logos are added at the end of the line or at the Configuration Center

Polaris

sticker



Swift

design part
to click



keypad
exchangeable

Kestrel

keypad
exchangeable



gluing of the lens
in the
production



謝謝