

Raise Your Expectations



Consumer Product Development

We don't design ordinary products

The products we develop are special. Some allow our clients to steer their brands into new market territory with a real sense of direction.

Some incorporate cutting-edge technology and, even when time to market is critical, are delivered without compromising quality.

Some combine design flair, ease of use and innovative functionality, leaving the competition behind.

All of the products we develop are special because our unique multi-disciplinary teams help our clients create a potential market leader rather than another me-too product.

From high-volume blue-chip brands to focused start-ups, our clients have seen a step increase in market share, in their words "stimulating existing markets and opening up new ones"

Raise your expectations of what a new product can deliver.





About Cambridge Consultants

Working for some of the world's most successful companies for over 45 years, Cambridge Consultants has given its clients competitive advantage through the innovative exploitation of technology. We develop breakthrough products, create and license intellectual property, and provide business consulting in technology critical issues, for clients world-wide.

The key to this success is our team of over 300 designers, engineers and scientists, providing clients with a responsive global resource to meet the challenges of advanced product development.

INNOVATION



Business pull, not *technology push*

Consumers are ever more demanding and product life-cycles ever quicker. As a result, incremental product developments are not always capable of increasing or even maintaining market share. Innovation enables our clients to create radical new product lines that lead to demonstrable sales growth.

Innovation addresses fundamental questions such as:

- What is the best technology for exploiting this market opportunity?
- How do we achieve a step change in cost reduction?
- Is there a disruptive technology that could radically change our market?
- How can we commercialise our invention?
- What is its value and how can we protect it?

We have proven frameworks for answering these questions, coupled with a track record of leadership in technology innovation, bringing new ideas to established markets and leading the way into emerging high growth sectors. Our technology is at the forefront of many industries – medical, consumer, automotive, industrial, transport, energy and wireless communications – and we often achieve great success by transferring expertise and technologies from one of these market sectors to another.

Proctor & Gamble's SK II Air Touch

Turning an interesting technology into a commercial success requires a combination of business acumen, creativity and technical excellence.

Proctor & Gamble had just such an interesting technology – the 'Electrodyn' electrostatic spray. We worked closely with them to identify and evaluate several potential market opportunities. Having built a demonstrator of each option in our in-house laboratories, one of the most promising was the application of cosmetics and, in particular, foundation crème.

The even coverage from the electrostatic spray gives a finish equivalent to that possible from a beauty salon air-brush in the home. The resulting product was launched in Japan as the SK II AirTouch, where there was a niche for a product with a high value durable and consumable combination. This revolutionary product generated \$10m of sales in its first month on sale.

Form, Function & *Fulfilment*

Successful consumer products don't just fulfil a need - they also create a desire. Consumer satisfaction, and hence brand loyalty and referrals, are won from the moment the consumer first lays eyes on the product, whether in the shop, on the web or in their friend's hand.

Often we are engaged in feasibility studies, providing an early indication of the potential performance, trade-offs, costs and risks of a product development, before a major investment decision is taken. By integrating industrial and user interface design with technical feasibility, we are able to ensure that the consumer's needs are central to the project goals, and that the resulting product is as compelling in reality as it was on the drawing board.

Chiesi NEXT inhaler

Focusing on the needs of the consumer leads to significant business advantage.

Designed for Chiesi Farmaceutici, NEXT is one of a new generation of dry powder inhalers. Our design priority was to understand and analyse the interaction between the product and the consumer. If an inhaler is easy to use, it is likely to be more effective, as it will be used correctly. If it is more effective, it is more likely to be prescribed by doctors and nurses, which in turn will create more market share.

Our design process integrated the development of design concepts with the investigation of innovative enabling technologies, creating features such as breath actuation, a reservoir that holds 120 doses and a reliable dose counter. Extensive user-group research has shown a very positive response to its combination of features and its discreet and robust, yet modern, styling.

This integrated approach allowed us to halve the industry standard time taken to develop such a product.

DESIGN







Technology without frontiers

Once you have a compelling business case for a new product, the race will be on to maximise your competitive advantage. What will make the difference is your access to the expertise and technology that can make the idea a reality.

We can rapidly form an expert team to exactly suit your requirements, combining a flair for design with engineering excellence and a wealth of practical industry experience.

As an independent design house, we're not tied to any particular technology. Our clients see us as a technology authority, able to determine the best solution that meets both technical and commercial needs.

Making technology work

The Iona Wi-Fi internet radio rewrites the economics of the emerging internet radio market with its combination of low cost and ease of use.

Like the Iona radio, many of the technologies we have developed have global reach. Our low-cost sensor solutions, for example, are in use across the world, from touch panels to wireless domestic heat controllers with exceptional battery life. The Iridium satellite phone was developed on time and on budget within a critical 14-month window, and is now being used successfully in some of the most demanding regions of the planet. In addition, our XAP processors, powerful yet optimised for ultra low-cost, low-power applications, are used in 60% of the world's Bluetooth products – so it's likely that you already have our technology in your pocket.

Trusted partners

Throughout our 45 year history, from tea bags to touch screens, inkjets to irons, our unique multi-disciplinary teams have created value for our clients. Our spin-outs alone have a combined value of more than \$3bn.

Your brand is valuable: we wouldn't expect you to trust us with it until we've proved ourselves. Many of our relationships with clients start with a small project. Many of them develop into long term partnerships. That's why, like all good businesses, the vast majority of our work comes from existing clients.

Whether we are engaged in an innovation programme, a feasibility and design study, rapid prototyping or a full turnkey product development, we are trusted partners for our clients, often transferring not only technology and products but skills and processes back into their organisations.

Please call us for more information on how we can help you transform your ideas into successful new business.

The world's smartest iron

LAURASTAR wished to celebrate its 25th anniversary by creating an 'intuitive' iron. Our challenge was to rapidly design a motion sensing system that automatically applied steam from a separate boiler during the forward sweep and then instantaneously switched the steam off for the backward sweep. In addition, the cooling fan in the ironing board needed to actuate only when the iron was in use.

Our multi-disciplinary team successfully integrated the resulting sensors and electronics into the system, meeting demanding requirements for industrial design and backward compatibility. Also, control signals generated between iron and board for the new automatic features were transmitted down the existing mains cable to avoid the iron's lead becoming any stiffer. The resulting design cuts ironing times by 50%.

Within 18 months the novel system was designed, patented and then successfully transferred to production with the full support of our engineering team. Perfect timing for LAURASTAR's celebrations.

The top-of-the-range intuitive feature was offered on just two irons in the LAURASTAR range. These together are now responsible for half of all sales.



DELIVERY



info@CambridgeConsultants.com
www.CambridgeConsultants.com

Cambridge Consultants Ltd
Science Park
Milton Road
Cambridge
England CB4 0DW

Tel +44 (0)1223 420024
Fax +44 (0)1223 423373

Cambridge Consultants Inc
451 D Street
Boston MA 02210
USA

Tel +1 617 532 4700
Fax +1 617 737 9889