

Materializing dreams

Concept demonstrators

For every product that makes it to the market, many others fall by the wayside. Designing a successful product is tough but if the fear of failure confines concepts to the drawing board, then the dream of success becomes even more elusive. Seeing is believing; having a physical demonstrator of a concept makes dreams a reality and inspires refinements and enhancements that only serve to strengthen the product proposition. By sharing your dreams with others and letting them touch and feel the dream, inspire commitment from everyone by transforming it into a common reality.



Proof of concept

Brainstorm for ideas, logically group them, develop concepts, then test and refine these concepts. Get a good facilitator, gather a group of your best people and give them clear parameters and you're going to end up with loads of ideas. Even after combining ideas into workable concepts, how should one proceed to prove that these concepts work?

A frequent occurrence is to invest endless hours making paper refinements, pursuing the illusion of the perfect prototype. Technical feasibility, form factor design, user interface, integration with other devices in the real environment, are necessary considerations, however it is at this hurdle that many dreams vaporize as design complexity and limitations of current

technologies get exacerbated on paper. What can be done to prevent this potential pit-fall?

Experiencing concepts

Our belief is to move promising concepts off the paper into reality as quickly as possible. We stimulate teams to enhance their concepts through experiencing them. By creating a demonstrator, development teams can better define and specify their solution and minimise the risk of making erroneous assumptions.

Convincing top management to make a significant investment in innovations that veer away from the traditional business model is difficult. The visual treat of experiencing a demonstrator can often swing even the stodgiest opponent to a brand new idea. If a go/no-go decision has to be taken at this point, a demonstrator can make that decision so much clearer to make.

Witness tomorrow with today's technologies

Predicting the future by crystal ball gazing may be fictitious but through a demonstrator, product teams can visualize how a concept planned today will look like in future. Predicting market success can be an even more whimsical exercise, but by inviting consumers to give their feedback on how the proposed solution measures up against their dreams, product concepts can be strengthened even before real product development begins.



This entire exercise does not guarantee market success, but the exercise of transforming concepts to demonstrators churns the innovation process within a company and inspires people to dream further. Rapid product development is increasingly becoming a key differentiator for companies that succeed in the market and creating demonstrators to drive innovations to market is a key ingredient of this process.



Philips Applied Technologies

Industry Consulting
 High Tech Campus 5
 5656 AA Eindhoven
 The Netherlands

E-mail: industryconsulting@philips.com
www.apptech.philips.com

InnoHub

620A Lorong / Toa Payoh
 TP3, level 3, 319762
 Singapore

E-mail: innohub@philips.com
pww.innohub.philips.com