

Studio 1
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Suncorp > 2006 Video Phones

For over 10 years Suncorp has been at the forefront of its business field and is recognized as one of the world's leading manufacturers of telecommunications equipment.

With a reputation for innovation, responsiveness and being ahead of the curve, Suncorp provides its customers with a market-focused approach to its products. Award winning designs are accompanied by groundbreaking competitive approaches to customer-tailored solutions.

Problem

Video telephony is an emerging market, and as yet there are few dedicated products for the residential consumer. The market is divided into dedicated conference calling facilities, PC USB cameras with Skype or telephones with built in screens and cameras.

Most of the current home solutions position the camera and screen low to the consumer and so give an unflattering and unnatural view of the user.

Requirements

Our inclusive approach was to make video telephony accessible to consumers instead of the corporate boardroom. The results were concepts that were not notably items of 'technology' but pieces that fit within the home. All were portable and compact, allowing video conferencing and telephony to be highly accessible in the kitchen, garden or wherever.

With the emergence of Skype as an ideal tool for communication and conferencing across the World, the video phones utilised a Skype interface, thus allowing families and businesses to keep in touch anywhere in the world.

The concepts also allowed the uploading of images, acting as a digital picture frame. The display could be programmed with the callers image which would be displayed when an incoming call is received.



Services for Clarion

- Ergonomics
- Market Audit
- 3D CAD space models
- Foam & Card modelling
- Hand drawings
- 2D rendered visuals
- Photorealistic imaging
- CAD 3D Modelling
- 3rd party electronics specialists
- Tooling analysis and viability
- Prototyping
- 2D Artwork