












Examples of Successful Cases under the Design-Business Collaboration Scheme (“DBCS”)

<u>Project Title</u>	<u>Project Description</u>	<u>Photos</u>
Floating Speaker	Urban Trend (HK) Ltd. (the SME) specialises in home entertainment products. A floating wireless speaker & fountain, for use in swimming pools, were designed and developed in this project. The product set is innovative and has helped the SME differentiate from competitors successfully.	
Feverscreen Station Cosmetic Design	Autovision Technology Limited (the SME) is engaged in automation systems for industrial use. In order to diversify into the commercial market, they collaborated with the product designer to develop a new temperature measuring device in this project, named ThermoTick™. Apart from displaying the temperature of the person standing in front of the device, it has other extended functions such as displaying promotional messages, or working as a timer to record the clock-in and clock-out time of staff etc. It has helped the SME develop new business opportunities and further established its product brand in the market. The new design has been awarded the Certificate of Merit of Hong Kong Awards for Industries 2011.	 
Design of Camera Housing for Two Categories of Camera 1) Canon 550D 2) Nikon D400 (New Version of D300)	With marine life as the design concept, the professional diving cases for two camera models designed for Nauticam International Limited (the SME) in this project are both aesthetical and practical. They have helped enhance the SME's image as a professional diving products trader and also helped open up new markets for the SME.	


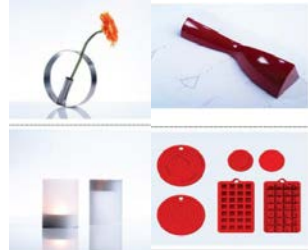

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Pepper and Salt Grinders Design	Kent Tech Manufacturers Limited (the SME) was first engaged in toys manufacturing. Due to keen competition, it has shifted to manufacture household items. It developed on its own a set of pepper and salt grinders but the design was simple and failed to attract market attention. It therefore engaged design service in this project and a range of appealing and interesting outlooks of the grinders have been developed. The products are popular among buyers.	
Wine Chiller	Different from the conventional wine chiller currently available in the market, the waterfall wine chiller designed in this project uses flowing ice water as a medium to chill wine, which is both innovative and aesthetically pleasing. With the innovative design and unique outlook, the product has helped Urban Trend (HK) Ltd. (the SME) improve its competitiveness in the market.	
Design of Table Top Gas Grill	A table top gas grill was designed for Winners Products Engineering Limited (the SME) in this project. With an outlook inspired by a seashell, the gas grill only requires a small can of portable gas. Its compact size allows it to be used not only outdoor but also indoor in an air-conditioned environment.	




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Multi-Purpose Food Processor and Accessory Set	The food processor designed in this project for On Lap Home Appliances Ltd (the SME) aims to provide an all-in-one kitchen solution to consumers. Not only can it chop, mix and blend by a change in accessory, it can also brew a fine pot of coffee. The multi-functional design has made the product more stand-out in the market.	
MP3 clock radio	The MP3 Clock Radio designed for Fine China Corporation Limited (the SME) in this project not only has all the functions of a clock radio, such as allowing users to choose to be woken up by the sounds of any radio stations, it also has a stylish ball-shape form with a big and clear digital screen to attract consumers.	
LED Torch Series	This project has helped C.T. Metal Ware Factory Ltd (the SME) develop an innovative LED torch series. The “Double Torch” design can be snapped together and used as one single torch, or separated and used independently. Another torch in this project can be used also as a nightlight by the bedside with a simple touch of a button to switch on or off.	 


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Design & Fun Driven Premium Collection	A range of stationery including calendars, pen holders, card holders and other stationery items were created for Sura Limited (the SME) in this project. Designed with colourful and decorative patterns of birds, teddy bears and flowers, the new products bring a breath of fresh air to the stale grey world of the office.	
Branding & Household Product Design Project	This project involves both product design and branding design for Fine Tech Mold & Manufactory Limited (the SME). The simple and stylish products help the SME build its own brand, thereby strengthening its position in the market.	
Solar-Powered Bluetooth Car Kit	The Solar-powered Bluetooth Carkit developed in this project is a high-quality, user-friendly, small and energy-saving bluetooth headphone designed for drivers. The Carkit is smaller in size than a typical mobile phone, so it will not obstruct the driver’s view when placed on the windscreen. The Carkit has a noise reduction microchip. Together with its one-touch answering function, it enables the driver to answer the phone easily and clearly while driving. The product ultimately entered the final round in the Product Design Competition of the International CTIA WIRELESS®* 2009, and was selected for exhibition in the main hall.	

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Laodice Brand Building Project	A range of corporate brochure, name cards, envelopes, and letterheads as well as showroom were redesigned in this project for Laodice Company Limited (the SME), which trades in premium leather goods. This has upgraded the image of the SME as well as its leather goods.	 <p>The photos show a collection of redesigned corporate materials for Laodice, including brochures, name cards, and envelopes, alongside a grid pattern featuring the Laodice logo and the brand name.</p>
Electronic Pet Design Series	The electronic game devices of Bopak Limited (the SME) were redesigned in this project to make them more attractive in the market. An animal series and a robot series were developed. The new designs have transformed the 2D traditional game device into a 3D one. Apart from the new look, the 3D design provides enough space for adding the loudspeaker function in the animal series. For the robot series, small accessories are available for DIY, thus making them more attractive to consumers.	 <p>The photos display two types of redesigned electronic game devices: an animal series (a panda and a yellow robot) and a robot series (a white robot with blue and red accents).</p>
“Mosshi” New Product Series Design Development (Tee Shirts and Bags)	Through introducing several cartoon characters in the context of an original story, this project has developed and produced a range of fashionable clothing and handbags, targeting the youth market. It has successfully helped Mosou Shigotohaya Limited (the SME) develop its own branded products.	 <p>The photos show a collection of branded products, including a handbag and several t-shirts, featuring cartoon characters and the Mosshi brand logo.</p>

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Contemporary Women Leather Jacket Design	Aiming to raise the company’s profile in the international arena thereby further expanding its business, Fung Shing Leather Fashion Company (the SME) asked the design company in this project to design a collection of fashionable ladies’ leather jackets. The whole collection features specially treated pre-washed and pre-dyed lambskin leather, with a great variety of styles, ranging from vests to jackets and blazers. This project has helped the SME demonstrate the ability to design and create its own leatherwear and successfully move up from original equipment manufacturer (OEM) to original design manufacturer (ODM).	
Design of "Desktop Series for Fashion Brand"	Area Plus Limited (the SME) majors in gift and premium business. This project involved the design of a series of desktop gift products, targeting the middle to high-end markets. One of the products is a portable USB memory device on a wrist band, which adds a fashionable touch to the product series.	