

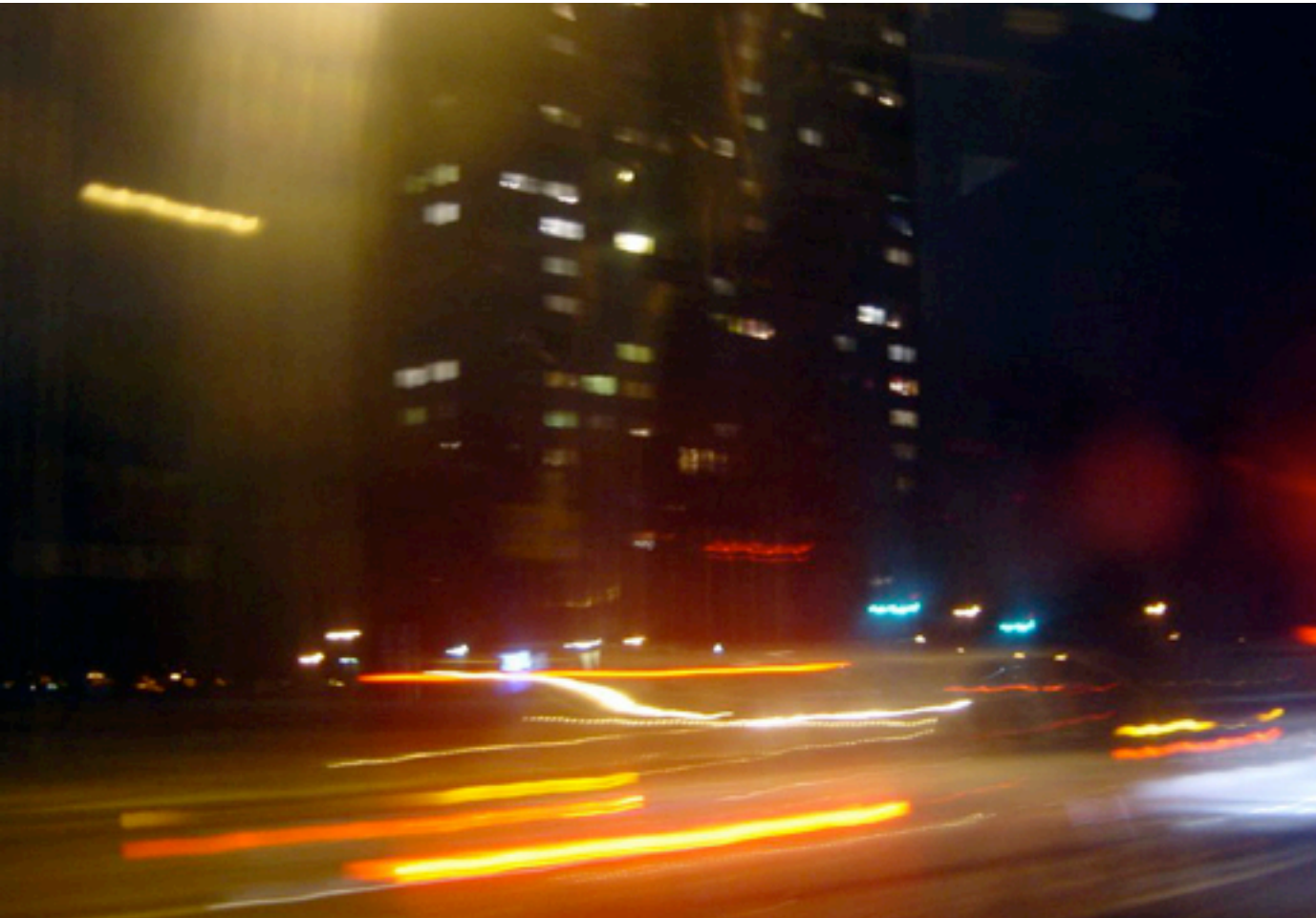


product visionaires

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“from vision to reality”

It starts with a vision



Inspiration and innovation as a “way of life” to anticipate the unpredictable

A commitment to creativity, originality and quality

Consumer needs and desires as a starting point for our work

A clear mandate to understand global trends and develop future scenarios as well as product concepts for BenQ/ Siemens Mobile

Realizing the vision



Make use of our own worldwide information network connected to the most compelling global hotspots

A visionary team of experts in the fields of design marketing, market research, sociology and lifestyle industries

An inspirational working environment based in a former granary in Berlin – a vibrant nexus for creativity in design and media



The benefits for BenQ mobile



Continuous consumer insights from leading markets and relevant regions

Early identification of future partners from other lifestyle industries

Rich input into the product definition process of BenQ mobile

Exceptional and unconventional product concepts as a result of creative freedom

Exclusive use of various achievements and direct involvement into our own processes

The building blocks for success



Understand various markets, target groups and user limitations - at present as well as looking into the future

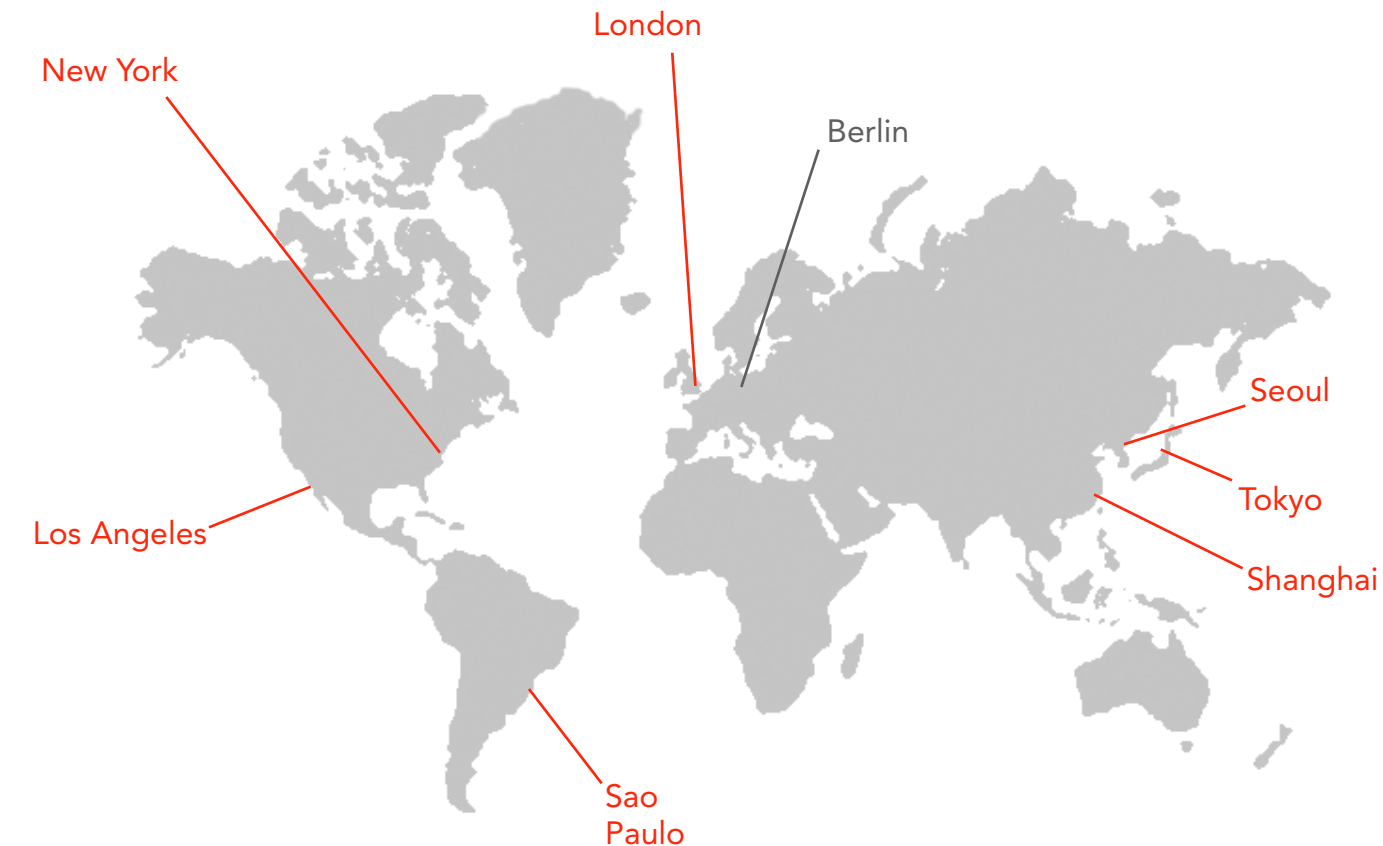
Analyse needs of people in every day life, gain insights from experts and opinion leaders

Visualise new ideas and concepts with the appropriate consumers via storyboards, videos and prototypes

Elaborate ideas and concepts by involving experts, partners and customers

Implement selected concepts aiming for their commercial transfer

Informations the global impulses



Early identification of “weak signals”:
discovering developments 2-3 years before potential
market relevance

Analysis of market conditions, future market development
and speed of market activities

Investigation of respective sociocultural differences

Assignment of individual focal points

Interpretation of quantitative market research

Analysis of the investigated information



Preparation by an editor

Analysis workshops with internal and external specialists

Qualitative consumer workshops

Cross-check corresponding results with quantitative market research

Interpretation of the results



Compare condensed information with global and local megatrends

Map outcome with existing catalogue of requirements for various target groups

Coordination with BenQ mobile business strategy

Definition of future user scenarios

The direct way to product innovation



Development of a holistic product world by integrating related applications, content and service offerings

Illustration of product worlds using story boards, 3D animations, models and prototypes

Utilization of available future technologies in order to create functional models

Structural overview

worldwide

Team A (information scouts)

Research, networking, user-studies, workshops ...

Berlin

Team B (information research)

Scout supervision, data analysis, editing, ...

Berlin

Team C (concept ideation)

Lifestyle expertise, partner identification, interpretation, product ideas ...

Berlin

Team D (product development and prototyping)

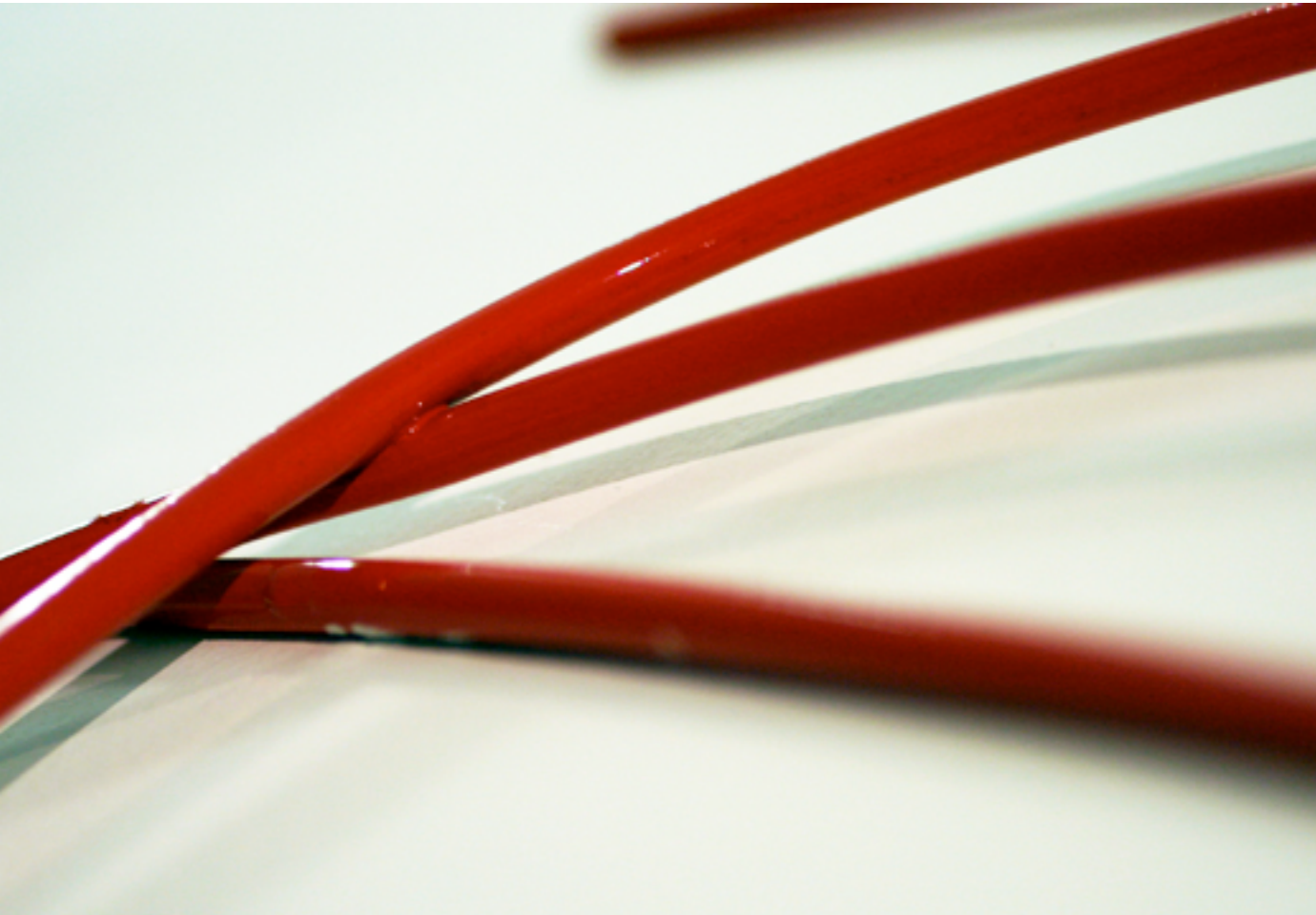
Concept development, product design, material research, modeling ...

Berlin

Team E (visuals)

Visualisation, story boarding, animation ...

Guidelines for our daily business



Innovation begins with an open mind

Novel ideas need full and direct experiences activating all five senses

We do not rely solely on standard market research techniques and focus groups

Brainstorming is a form of art to be learned and constantly developed

Each member and every team follows clear objectives and deadlines



passion to innovate

Product Visionaires GmbH

Stralauer Allee 2c
10245 Berlin

Phone: 030 29 36 86 39
Fax: 030 29 36 86 40

Web: www.productvisionaires.de

Email: info@productvisionaires.de