

PRODUCT VISIONAIRES - From vision to reality

La marca Siemens ha asumido, un compromiso con la creatividad la originalidad y la calidad. haciendo uso de la inspiración y la innovación como un modo de vida para anticiparse a lo impredecible



Save and Elegance
New rolling slider-mechanism
Prepared for conditions of experience
a the open air, the latest moVe
technologys protected in its interior

That at beginning of the 21st Century the mobile telephone has transcended its functionality as a communication product is more than a reality. To talk about "mobiles" is to talk about the fashions, social changes, attitudes and behaviour of consumers. Aware of this, the Siemens brand has set in motion an initiative to create new concepts and develop product innovations in mobile telephony. Based in Berlin, the Product Visonaires GmbH think tank is integrated through a global network of eight experts, who operate in Seoul, Tokyo, Shanghai, Sao Paolo, London, Helsinki, Los Angeles and New York. In this way, the Siemens brand has assumed, through its subsidiary, a commitment to creativity, originality and quality. Making use of inspiration and innovation as a way of life in order to anticipate the unpredictable. Its task is to determine consumer behaviour in the future, as well as socioeconomic trends in the telecommunications industry, in order to share its strategic analysis with Siemens and, going beyond the development of product concepts, satisfy the future needs of the consumer.

The vision and work of its multidisciplinary team, with experts in disciplines such as design, marketing, market research, lifestyle and sociology, means that trend signs can be identified two or three years before they become relevant in the markets. Market conditions and their evolution, their speed of development and cultural differences are some of the elements that the Siemens brand uses to develop future scenarios.

STRUCTURAL OVERVIEW

- Team A [World wide] [Information Scouts] Research, networking, user-studies, workshops ...
- Team B [Berlin] [Information Research] Scout supervision, data analysis, editing ...
- Team C [Berlin] [Concept ideation] Lifestyle expertise, partner identification, interpretation, product ideas ...
- Team D [Berlin] [Product development and prototyping] . Concept development, product design, material research, modeling ...
- Team E [Berlin] [Visuals] Visualisation, story boarding, animation ...

Some intangible benefits for the Siemens brand

- Knowledge of the visions of consumers in the different markets.
- Anticipation in the identification of potential partners from other industries that share needs in lifestyles: music, television, gaming, computing ...
- Innumerable inputs to define Siemens mobile telephony production and development processes, by making exclusive use of all the results obtained.
- Positioning and differentiation with regard to its competition, helping to construct a new dimension in the brand's identity.



Music to go

Convergence and simplicity. The innovative restructuring of the technical components offers a new, transportable and versatile model with an exciting look. Combining a symbol of music, such as earphones, with a communication device. Now, the mobile telephone itself has become an can of musical experience.



Storage for the future

A wide range of uses. The basis of this concept lies is the fact that the consumer can save at desired data in the device. As well as its be telephony characteristics. various communication ccv also act ass PC or television.



Style communicates
A visually innovative fashion statement,

LED lights have always been associated with the technologies of the future. Used as part of text messaging, LED lights represent e form of modernity. This model integrates simply the transport factor and

