

Visionary ideas and concepts

Early knowledge is the most important resource in the definition of new products and applications. Product Visionaires therefore undertakes comprehensive efforts to acquire solidly based knowledge of target groups, markets and their needs in the future. In Berlin, the innovations of the day after tomorrow are created in collaboration with international experts from different lifestyle industries.



Product Visionaires has set itself the task of developing visionary ideas and concepts for the mobile telecommunications of the future. Established in 2003 as a 100% holding of Siemens AG, the company supports Siemens Communications in the very early phase of cell-phone Product definition. The basic ideas for this are tracked down by the team in all corners of the world. A precisely coordinated network of scouts in the most important cities of the world support them in this endeavor. As a result, the latest information and the trends of the future are gathered from Tokyo, Seoul, Shanghai, Helsinki, London, New York, Los Angeles and Sao Paolo and then sent continuously to Berlin. Here, the material is analyzed and the ephemeral separated from the important. Knowledge of trends, innovative strength and sociocultural differences are factors on which the interdisciplinary team base and elaborate their ideas for tomorrow. For this reason, the international team is composed of product and interface designers, lifestyle experts and visionaries who have the ability to create innovative product concepts that are intended to surprise yet satisfy the needs of future consumers.



André Fischer
Product Visionaires
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Chief Executive
Officer

“With our commitment to creativity, originality and quality and with our discerning eye for products and markets, we develop innovative ideas and concepts for the mobile world of the future.”

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