KIDDO

project

designed by Jeremy Hugh Aston

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Project document presented to the 'Instituto Politécnico do Porto' (IPP) in order to obtain the academic level of SPECIALIST TITLE - March 2015

ESEIG Escola Superior de Estudos Industriais e de Gestão
INSTITUTO POLITÉCNICO DO PORTO

Jeremy Hugh Aston

I completed my academic studies in the United Kingdom: Master of Arts (MA) at the Royal College of Art, London 1996; Bachelor of Arts (BA) Design for Industry at Northumbria University, Newcastle Upon Tyne, 1994. Since then I have collaborated with many international companies and enterprises gaining experience in many areas of the design business. In 1997 I co-founded Simpli Design and together with a small design team I have been involved in some interesting projects for well known brands, innovating products, furniture, interior, vehicle, graphic communication and multimedia design.

This year (2015), Simpli Design has an eighteenth anniversary with a history of over 2000 projects made worldwide.
www.simplidesign.com

To see a few of my projects (industrial related) currently available on the market, please visit my commercial page.
http://www.simplidesign.com/commercial_gallery/index_uk.html

I also have a curriculum vitae available online for academic purposes and general inquiry.
http://www.simplidesign.com/JHA/JHA/introduction.html

My Linkedin page.
pt.linkedin.com/in/jeremyhughaston/en

Acknowledgements

I would like to acknowledge a few people that have influenced me over the past 44 years, demonstrating the importance of developing personal values, responsibilities, skills and ambition necessary to progress in my chosen career.

Chris and Phillippa Aston (father and mother) - For their constant encouragement to conquer all obstacles.

Gracinda Leite (my wife) - Who never ceases to amaze me.

Mike Whalley (tutor) - For putting me on the 'launch-pad' of industrial design.

Sergio Teles - Best friend and engineering partner.

Werner Engels - Invaluable work experience and friendship.

António José Simões - For never hesitating to involve me in academic projects.

Ricardo Simões - For the introduction to academics and administration.

Steven Sarson - For our friendship in and out of education.

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introduction

and briefing

In 2005 I had just finished a significant project with an American company based in Washington called World Space, for whom I designed a portable satellite radio and other peripheral equipment. AFG International (based in Nuremberg, Germany) was the engineering firm behind the development of this technology and where I collaborated with various Engineers, one of whom was Sergio Teles, a former Software Engineer and Project Manager from Grundig International in Portugal.

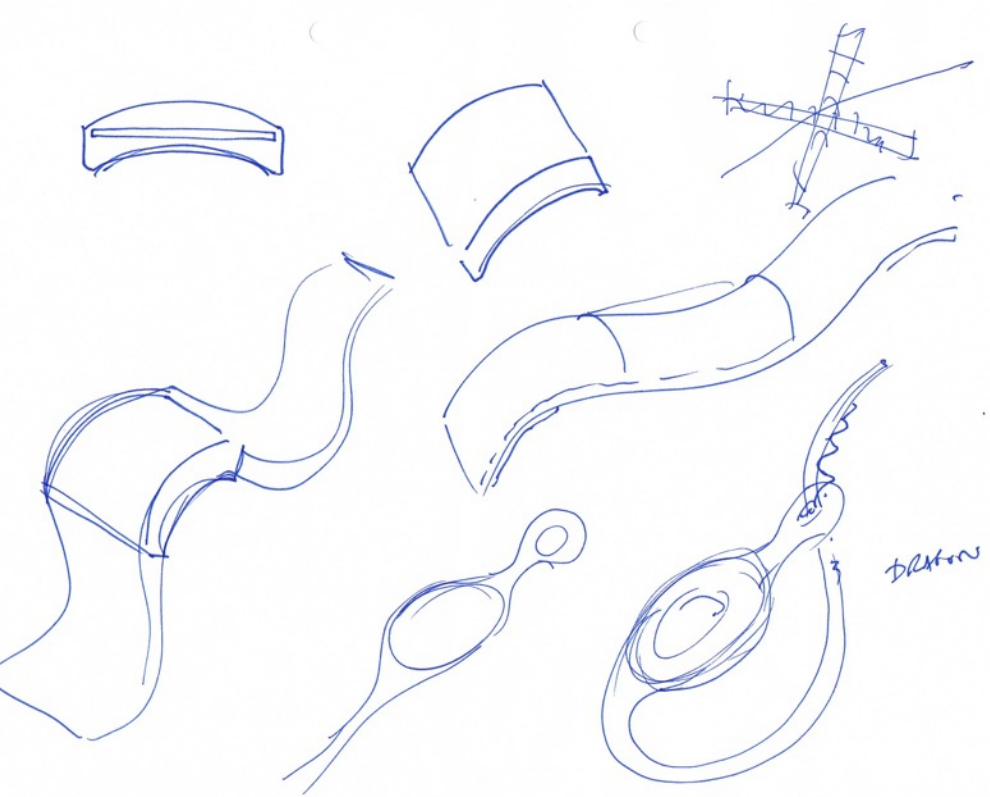
As a result of this contact with Sergio, I was introduced to Joaquim Cunha the President of PME Portugal, in order to present my design services and collaborate with them and other PME partners.

Kid Guard was one of the projects discussed and these were the companies and people involved:

PME Portugal
Joaquim Cunha (partial investor) - (President PME Portugal)

GEO-Rmo
Paulo Araujo (partial investor) - (Director GEO-Rumo) - PME advisor

EliDev
Sergio Teles (Co-founder and Director, EliDev) - PME advisor
António Ferreira (Co-founder and Project Developer, EliDev)
Alberto Araujo (Mechanical Engineer, EliDev)



Simpli Design

Jeremy Hugh Aston (Co-founder, Director of Product Design, Simpli Design)
Ricardo Silva (Assistant Product Designer, Simpli Design)
Gracinda Leite (Co-founder, Director of Graphics and Multimedia, Simpli Design)
Neusa Silva (Assistant Graphic Designer, Simpli Design)

First meeting and introduction to the Kid Guard system - July 05 2005

Kid Guard was a system that alerts the parent or guardian when the child was too far away from them. This can be compared to an electronic lease that comprises of two devices that work together and informs the adult that the child was straying too far away or hidden from view. One part worked as the transmitter and is attached to the child and the other part called the receiver would be carried by the adult.

Various user scenarios between parents and children for this device were discussed and included environments such as shopping malls, guided tours, car journeys, playing on the beach, water parks (dry and splash areas) and playgrounds. It was concluded that Kid Guard should be used in open spaces where the parent or guardian would allow safe and controlled freedom for their children to play or participate with assisted activities.

It was important to understand that this device would not in anyway provide protection to the child. The connection between the two devices would only alert the parent or guardian that their child had exceeded certain boundaries of vigilance.

Design quotation - July 07 2005

Based on these initial comments I was able to draw up my first quotation (agreement) for my design services, describing my costs, briefing, direction and proposed schedule.

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data/date
07.07'05

pág/a/pages
01/04

para/to
Kid Guard - Engº Paulo Araujo (Geo-Rumo) - a/c Engº Sergio Teles (Elidev)

contacto/contact
Geo-Rumo - 253 607559 ou geo-rumo@mail.telepac.pt

de/from
Jeremy Hugh Aston

assunto/subject
Design de produto 'Kid-guard'.

Exmos Srs.:

A informação que se segue apresenta o serviço de design - projecto global do produto - e os custos do mesmo.

Estes custos foram calculados com base na dimensão total do projecto, o tempo necessário e meios de apresentação que vamos utilizar.

Se tiverem alguma dúvida, não hesitem em me contactar.

Com os melhores cumprimentos

Jeremy H. Aston

PS for the ease of my interpretation of the briefing, project description and design process (pages 2 and 3) have been written in English, apologies for any inconvenience.

Jeremy Hugh Aston
BA 'Design for Industry' - MA
(Royal College of Art) - London
Sóc. Gerente Simpli Design, Lda.
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project quotation - page 1 of 4

Page one; A formal introduction to my design services and addressed to the key members (investors and developers) of the project.

The briefing, schedule and design process (pages 2 and 3) were presented in English to facilitate my quotation schedule.

Note:
During the negotiation period the project was referred to as KID GUARD. Only later in 2006, I developed the name KIDDO, so to eliminate any confusion about this device guarding or protecting the child.

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data/date 07.07'05

pág/s/pages 02/04

para/to
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de/from
Jeremy Hugh Aston

assunto/subject
Design de produto 'Kid-guard'.

briefing

Industrial design of a 'Kid guard' product, the function being to warn the parent about the distance between them and their child (or children), a type of 'proximity alert', comprising of two parts (a) the emitter and (b) the receiver.

(a) The emitter unit is worn by a child (safely attached) about the size of a large coin 40x40x10mm +/-, housing the PCB and battery. Charging the battery and programming contacts will be viable on the rear or side. Some components and strap can be graphically decorated or color identified.

(b) The receiver is a small hand-held unit about the size of a pack of cards 100x40x20mm +/-, rounded to fit easily within the pocket or clip on a waist-band. Housing a single PCB and 3xAA batteries, 36x60x16mm, accessed from the rear. Minimum controls, maximum of two button operation, on/off, reset, prog, vol, etc. Secondary sliding switch (3xpositions) on the side to control certain modes. LED feed-back indicating child's distance (color or icon) in three or four segments, near, close, far and GONE! (A direction indicator could also be useful).

Both parts will be packaged together (first purchase), and extra emitter sold separately as an accessory.

first concept visual (design-less)

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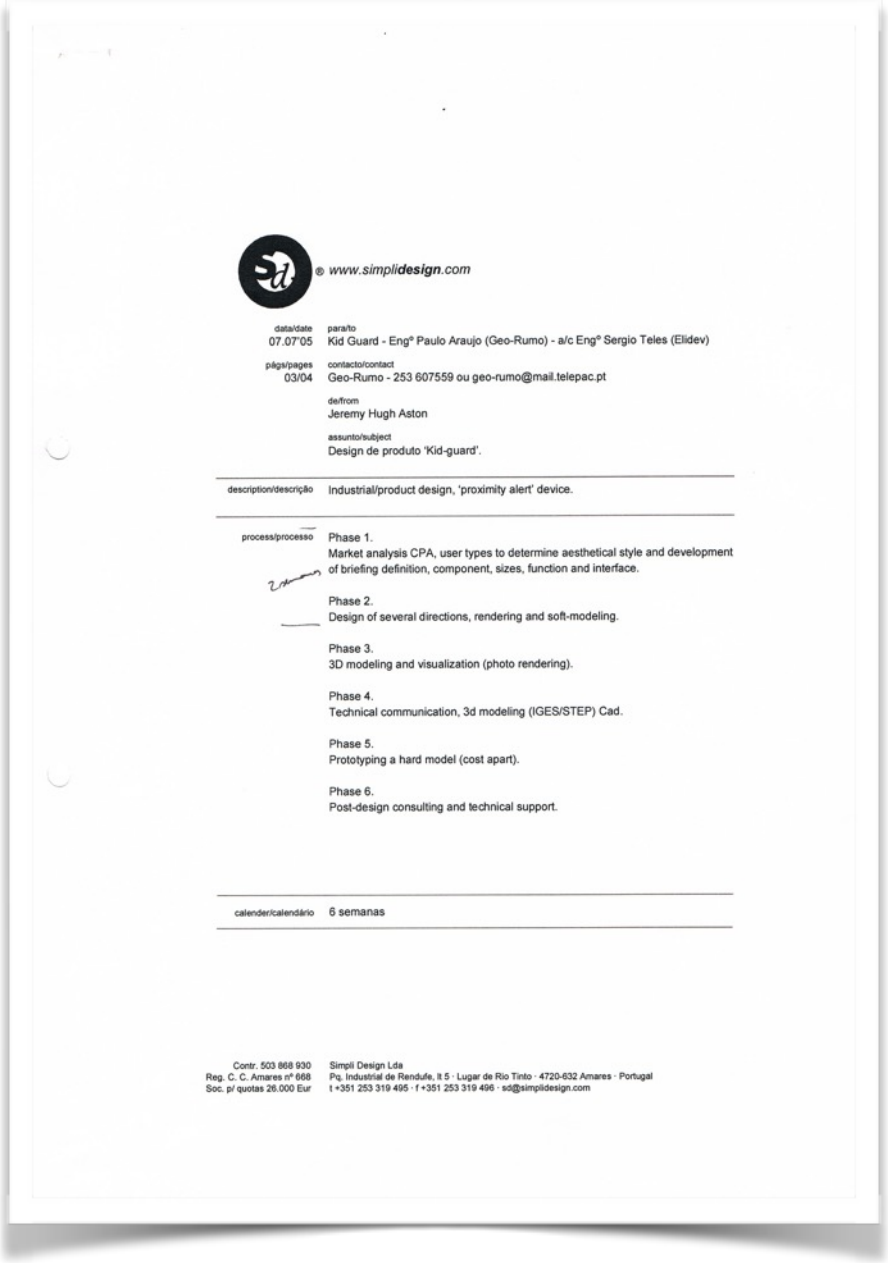
project quotation - page 2 of 4

Page two; A briefing and pre-visualisation described the parameters and direction of the project, high-lighting key considerations about the functionality and design.

Notes from the briefing:

- The objective was to design a device with the function of warning or alerting the adult about the over extended distance between them and their child. A type of proximity alarm.
- This system comprised two parts; A transmitter (child) and a receiver (adult).
- The transmitter should be secured well to the child so not to be removed easily or fall-off during play.
- Plastic (ABS) was assumed to be the main body material for the device, due to its good mechanical qualities, colour, finishing and reduced cost.
- Some over-all dimensions and electronic components were discussed. However, this was still in development.
- Connectivity, device recognition and programming was an important issue to solve.
- Certain elements of the design could be used for branding.
- Both parts of the device should be light, portable and easy to use.
- Functionality, buttons, switches and LEDs were proposed, but still inconclusive at this stage.
- Commercial possibilities of being bought together or separately.
- The receiver could work with more than one transmitter. Therefore, more than one child could be programmed and connected to the device.
- A first visual concept (simple three dimensional CAD sketch) to help client imagination and potential of the new design.



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data/date 07.07'05

para/to Kid Guard - Engº Paulo Araujo (Geo-Rumo) - a/c Engº Sergio Teles (Elidev)

págs/pages 03/04

contacto/contact Geo-Rumo - 253 607559 ou geo-rumo@mail.telepac.pt

de/from Jeremy Hugh Aston

assunto/subject Design de produto 'Kid-guard'.

description/descrição Industrial/product design, 'proximity alert' device.

process/processo

Phase 1.
Market analysis CPA, user types to determine aesthetical style and development of briefing definition, component, sizes, function and interface.

Phase 2.
Design of several directions, rendering and soft-modeling.

Phase 3.
3D modeling and visualization (photo rendering).

Phase 4.
Technical communication, 3d modeling (IGES/STEP) Cad.

Phase 5.
Prototyping a hard model (cost apart).

Phase 6.
Post-design consulting and technical support.

calender/calendário 6 semanas

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project quotation - page 3 of 4

Page 3; The design process (project schedule) was presented in six phases over a proposed period of six weeks:

- Initial research.
- Creative design and concepts.
- Design definition, final rendering and models.
- Technical communication.
- Prototyping.
- Support.

The first four phases stayed within my proposed schedule. However, the prototype and technical design support ran into 2006, for which I was compensated.

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data/date 07.07'05

para/to
Kid Guard - Engº Paulo Araujo (Geo-Rumo) - a/c Engº Sergio Teles (Elidev)

págs/pages 04/04

contacto/contact
Geo-Rumo - 253 607559 ou geo-rumo@mail.telepac.pt

de/from
Jeremy Hugh Aston

assunto/subject
Design de produto 'Kid-guard'.

cost/custo	**3.800,00 eur**
I.V.A a 21%	**0.798,00 eur**
valor total	**4.598,00 eur**

notes/notas Custos de deslocação e plano de pagamento a combinar

Com os melhores cumprimentos
A gerência/Dir. SD: Mr Jeremy Hugh Aston

Aceito as condições e valor constantes neste orçamento

data ____/____/_____

assinatura _____

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project quotation - page 4 of 4

Page 4; The final industrial design cost for the project was based on my time, material and means I would require to provide a complete design service, given the information from our first meeting (05.07.05) and the technical parameters set by the investors and developers involved.

The quotation was received well and agreed, and I started work on the first phase of the project in July 2005.

product research

This presentation high-lights some of my research that influenced aspects of the Kid Guard design.

All these visual references were collected in 2005 from internet, magazines and brochures. These examples may not be actual to today's influences, but, between 2004 and 2006 I witnessed a very interesting period of emerging and merging technologies, new trends in telecommunications, interface design, data transmission, storage and digital compressions.

In terms of developing an actual comparison to the Kid Guard concept, I found very little to compare. Only baby radios and walkie-talkies which would not be market competition.

Visual, inspirational and comparative references;
- Turtles theme
- Watches, wristbands and bracelets
- Purses and pouches
- Mobile phones
- Radios and audio
- Location devices

This visual research was done in parallel with the first concept phase (sketch-book) and together with inputs from EliDev about the recommended control and connectivity of Kid Guard.

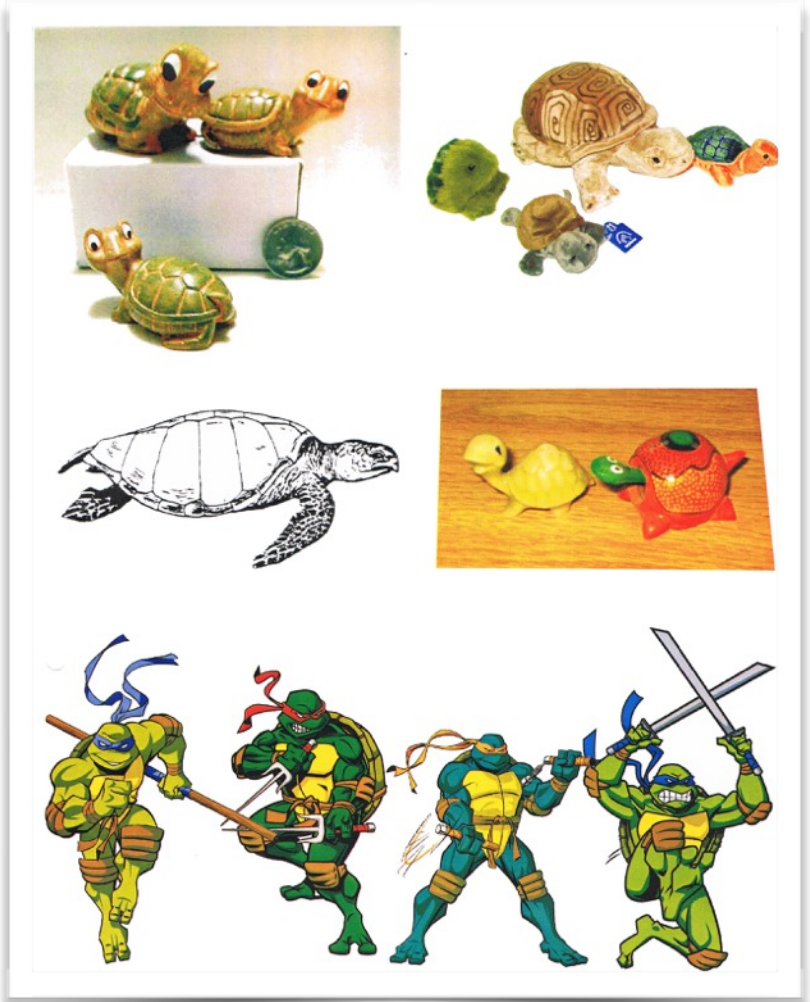
turtle theme

It was discussed during our first meetings that some sort of creature or character could be developed to represent the Kid Guard system and stimulate the relationship between the product and user. However, the relationship between the two parts (transmitter and receiver) should be positively identified when considering creatures big or small. The idea of using cats and kittens or dogs with puppies were eliminated immediately as being too obvious.

The tortoise and turtle were agreed as being suitable for some sort of aesthetic input to the design, although I should be aware and avoid licensing issues and similarities to existing turtle characters.

Many examples of turtles existed on the market in 2005 and in every form imaginable:

- Kinder surprise toys
- Ceramic gifts
- Cartoon ninjas
- Fluffy toys
- Squeeze water pistols
- Gadgets and keep-safe boxes



This subject developed more seriously through various PME channels of opinion and it was decided to use the turtle for the following reasons:

- A neutral creature that appealed to boys, girls and adults.
- It had no hair nor feathers, therefore assumed smooth surfaces and less complexity for the plastic parts.
- The symbology of the turtle shell was associated to home and protection.
- Turtles live long lives, travel great distances and sometimes portrayed as being wise and experienced.

I used this input as a basis to some of my designs, simplifying the shape so not to be an obvious turtle and with a more technical edge to the form.

watches

I looked at many different types of watches and straps available on the market and these were my favourite and considered interesting.

- During the 1990s digital watches had taken a ´back-seat' on the market, since their popular height in the early 1980s. However, OEM digital watches were popping up as accessories in nearly all pop fashion clothing stores, featuring big buttons, fancy straps and magnifying lens.

- Nike introduced the unique asymmetrical sports watch which challenged traditional timepiece designs.

- The Pop Swatch was not completely new on the market, but innovative all the same. This watch allowed the user to ´pop-out' the watch face from the chassis strap to exchange components and fix to clothing.

wristbands and bracelets

Wrist accessories for sports, fashion, events, venues, charities and campaigns. Both samples shown here had elastic qualities and were fun to wear.

- These silicon bracelets identified people who were involved or participated in social events and awareness groups.

- Sports wristbands; Better known as ‘sweat-bands’ were practical and comfortable to wear.

purses and pouches

This was considered an elegant solution to identify, decorate, carry and protect an electronic device. An animal purse could be the transmitter (child) and the colour coordinated pouch could be the receiver (adult).

The only negative issue about this was concerning the product language and the association to money purses and pouches. They were not seen as being ‘hi-tech’ enough and this idea was dismissed as being too conventional, provoke stealing or even worse, ‘fluffy’.

mobile phones

The telecommunications market was an infinite market of shapes, sizes and colours, unlike recent 2015 trends where most brands bow to iphone inspiration. Sony, Ericsson, Nokia, Motorola were some of the more popular names flooding the market in 2005 and were interesting fonts of inspiration to see style and technology working together.

- It was uncertain who was the first to design the antenna-less mobile phone, but Nokia was a pioneer in compacting this technology into designs that fit smoothy into your pocket.

- In 2005 the word ‘smart-phone’ did not exist. However, there was a technological trend to see bigger portrait displays with colour and some active peripheral buttons associated to displayed graphics and functions.

- Since the revolutionary iMac with the plastic fruit colours appeared in the late 90s, it was not unusual to see more lively looking technology on the market. The Motorola featured this fun style in the Pebble design, flip-lid and very clean interface.

radios and audio

In the world of sound and music, 2005 saw the realisation that digitally compressed formats were the future of multimedia for home and personal entertainment. Hardware too, had to adapt quickly to this change and was successfully lead by the 'follow-me' brands, Mac and Sony.

- Personal radios, 'walkman' and alike were being replaced by MP3 players, therefore, allowing more compact designs, better sound, more storage and longer playback time.

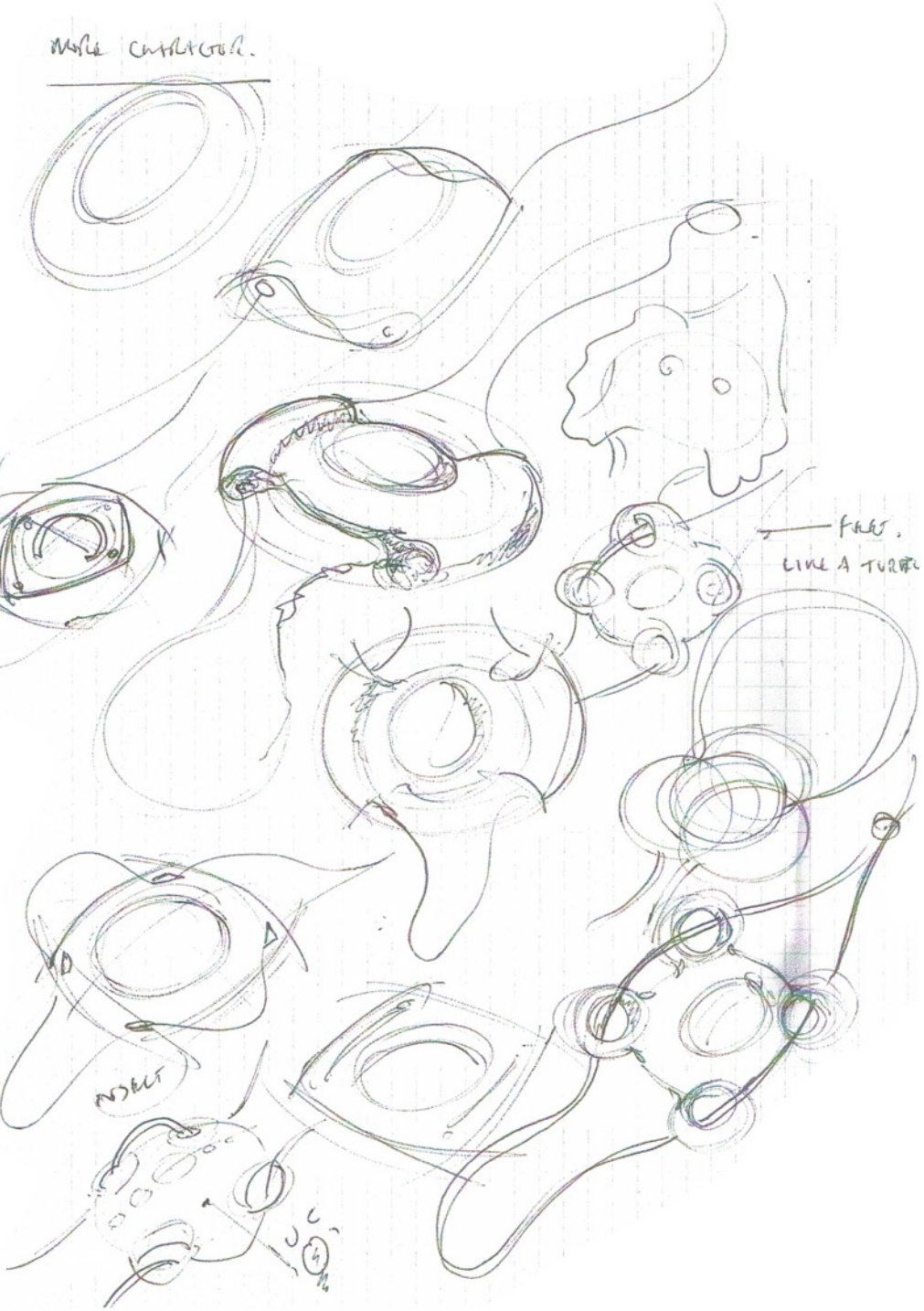
- The iPod shuffle was launched in 2005 and still today suffers very little competition.

location devices

Traditional trekking, location and Global Positioning Systems (GPS) were arguably associated very loosely to the Kid Guard concept. Of course the systems attached to these examples were far more complex and have a much greater application.

- The trekking compass was a utility object, light, handy and easy to use.

- The Garmin GPS locator with a rugged portable design and solid out-door look, could inspire durability aspects to the Kid Guard design.



sketchbook

This was the creative phase of the design process where I was allowed to take inspiration from various sources and quickly communicate them though manual means onto paper.

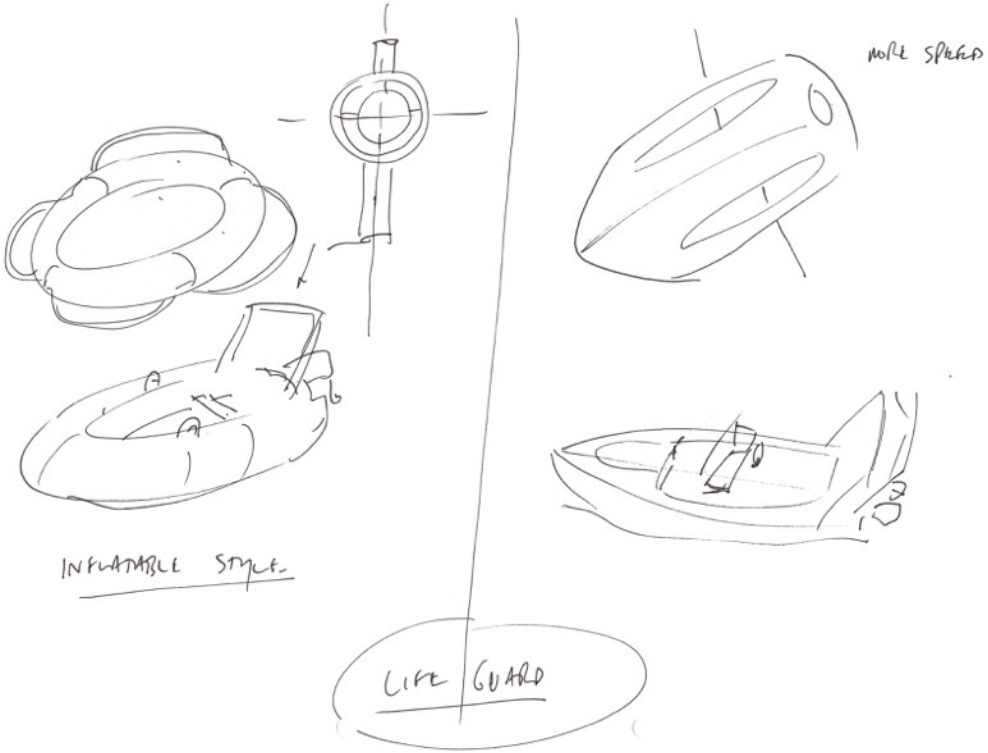
Out of the hundreds of sketches made, several ideas were identified and only four were developed into more defined concepts:

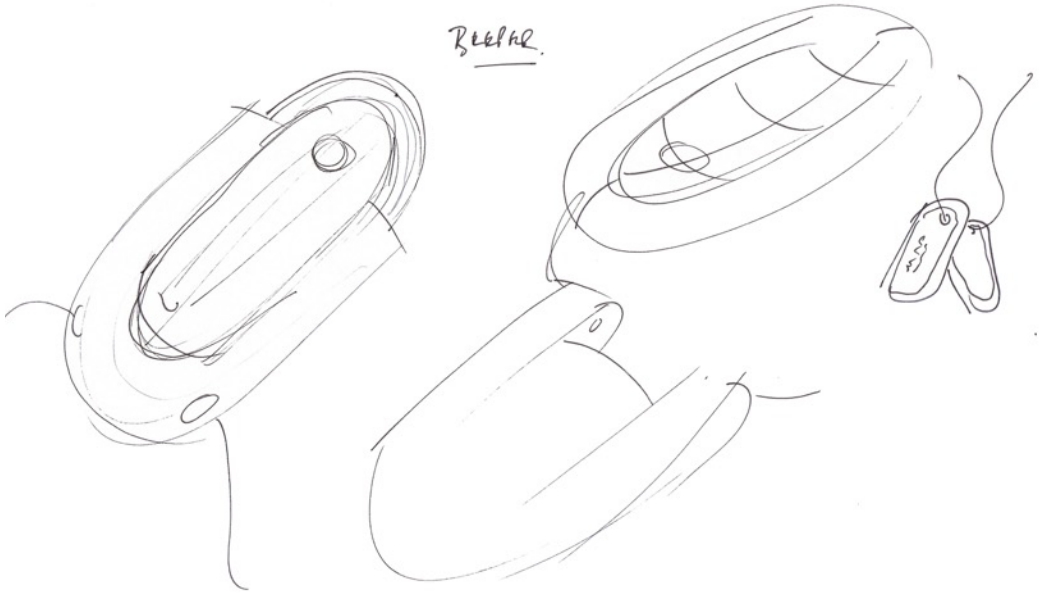
- Buoy, based on life- raft and floating devices.
- Pebble, smooth organic shapes.
- Turtle, creature personalities.
- Faces, facial features and expressions.

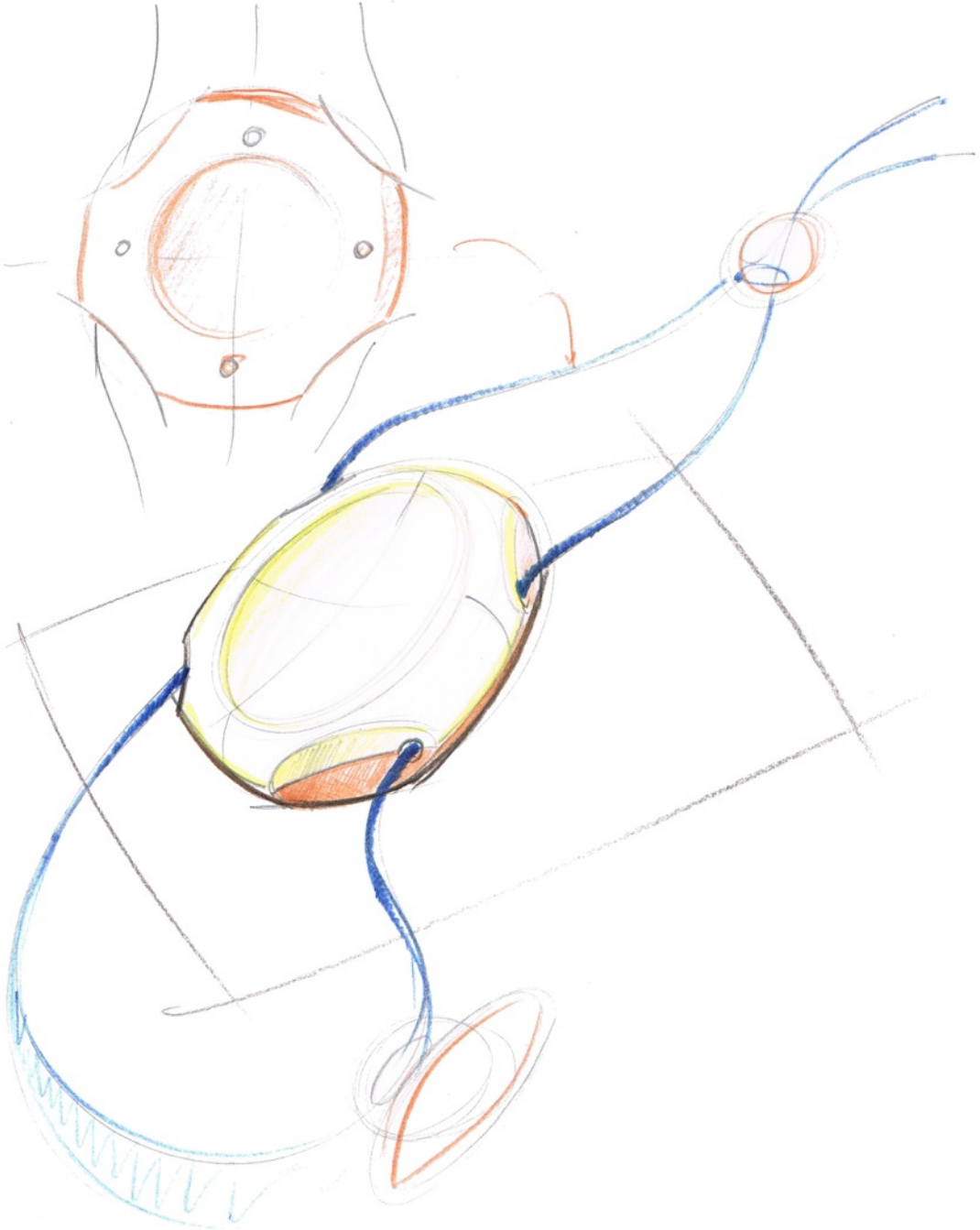
Some of these concepts overlapped during the sketchbook phase and resulted in interesting hybrid ideas that were later transformed into 3D.

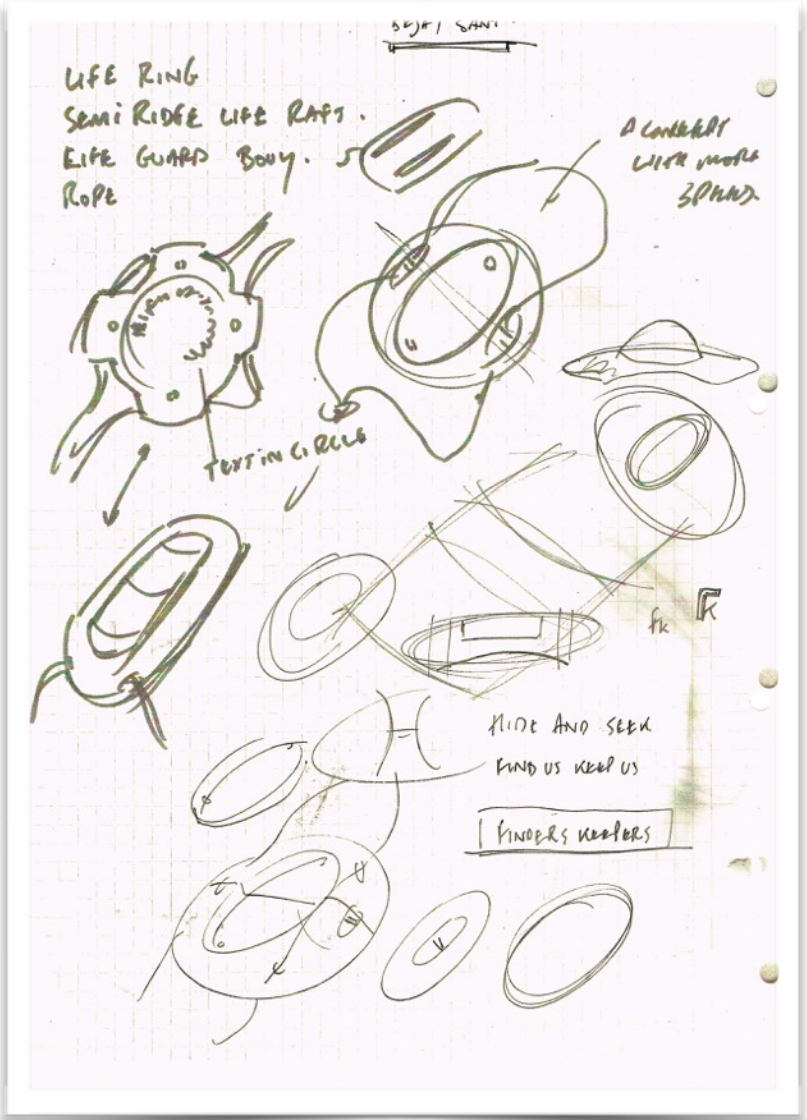
buoy

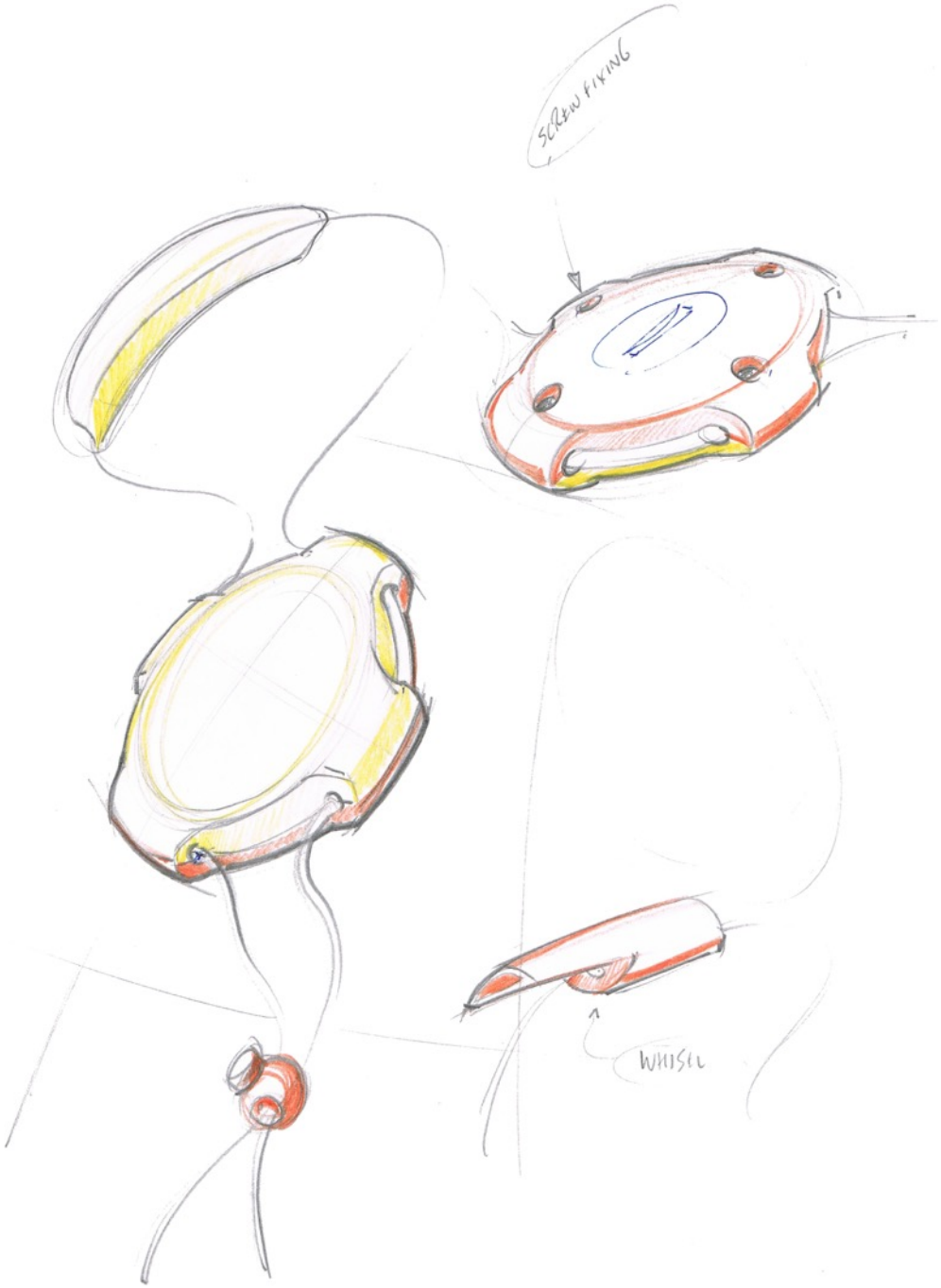
Based on generic floating devices (life-rings) found on ships, boats, piers and shore-lines, these concepts were inspired on safety and salvation. Buoys were normally hosted on larger vessels and used in circumstances of emergency and distress. This analogy could be toned down to fit certain aspects of the Kid Guard shape and colour.

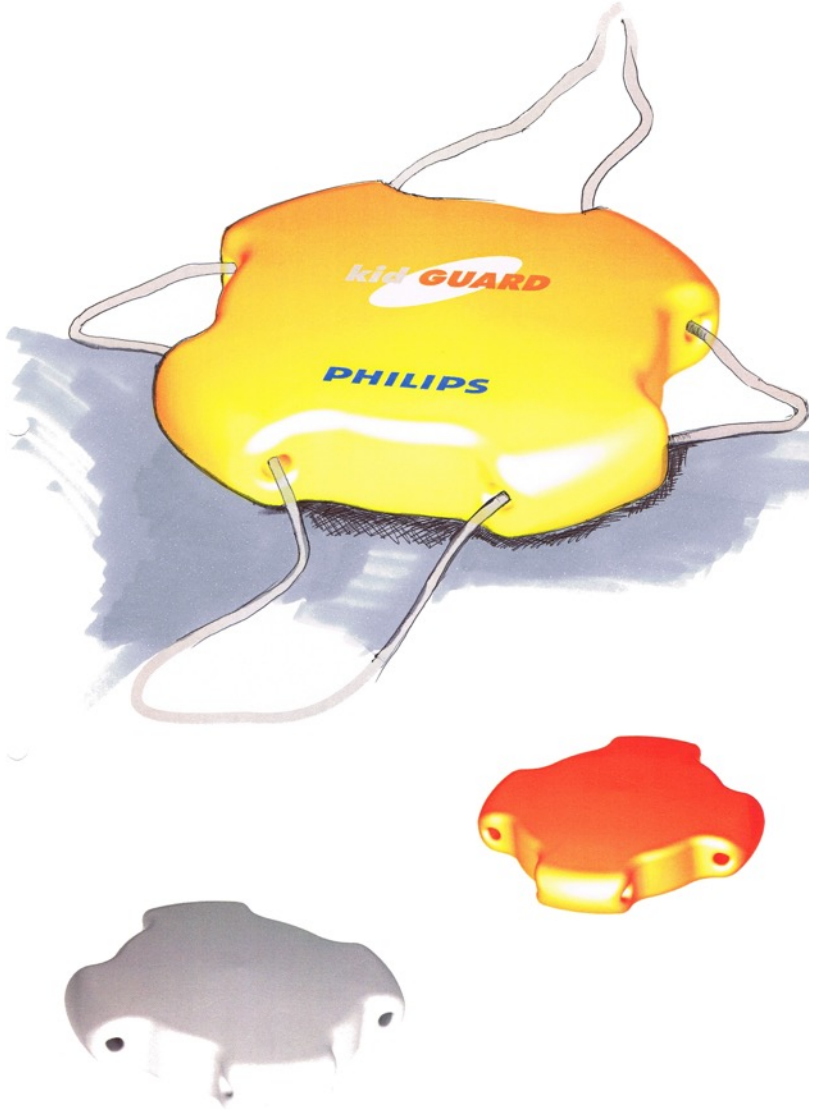


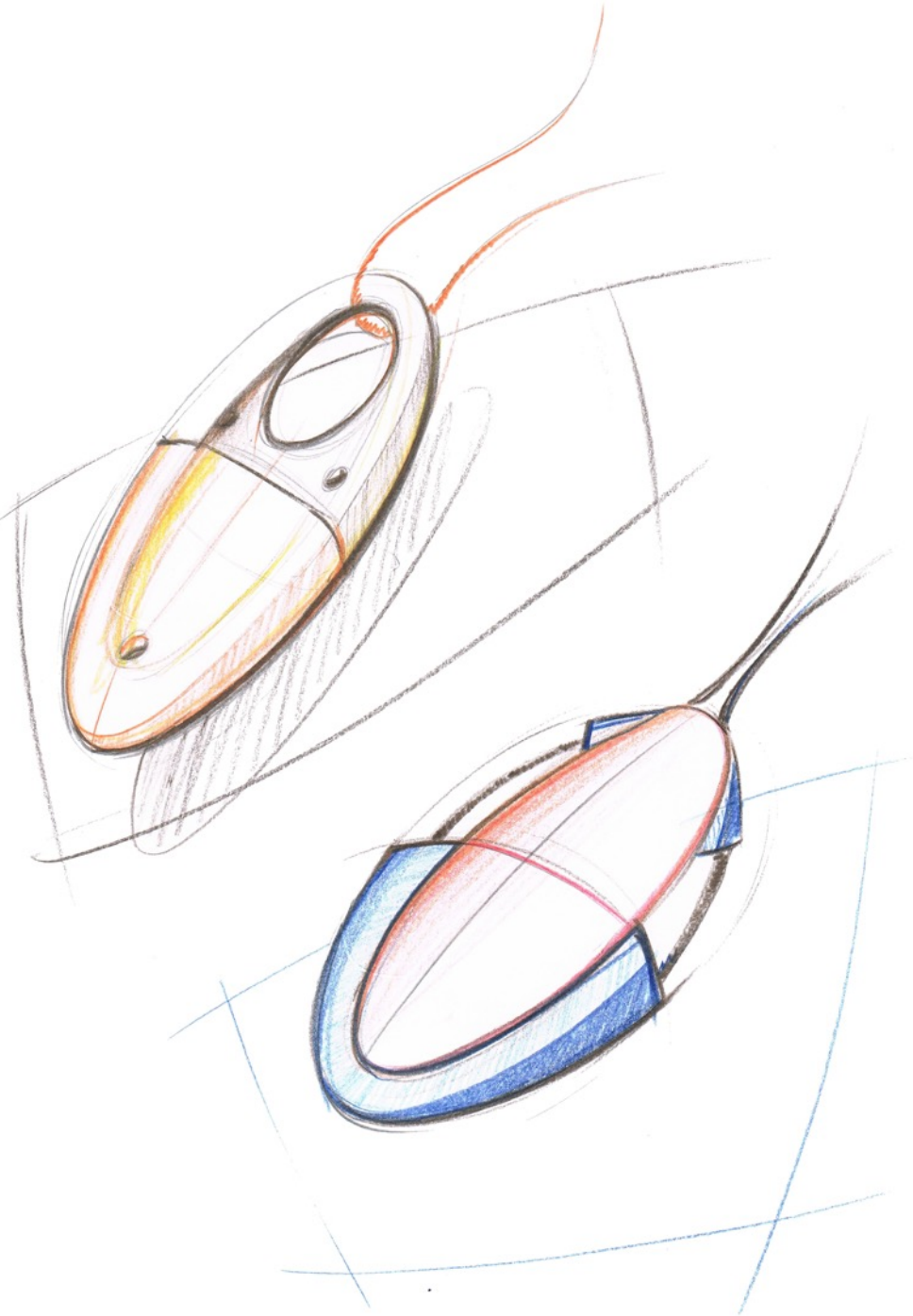


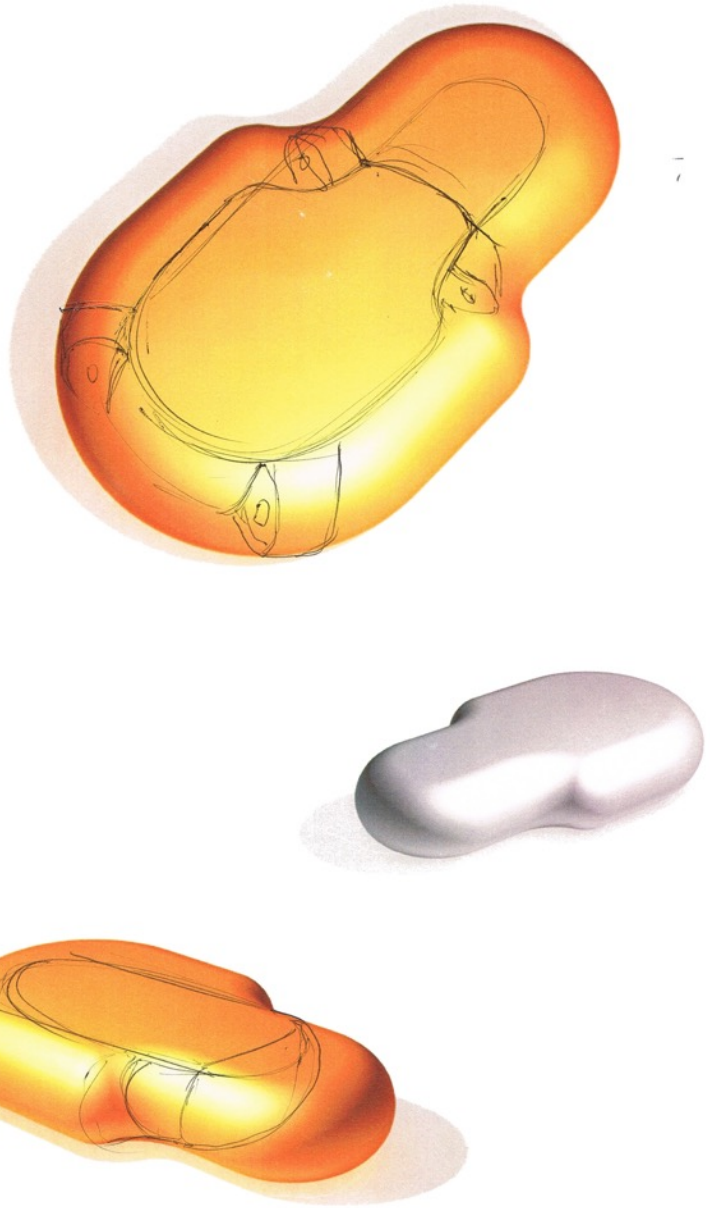


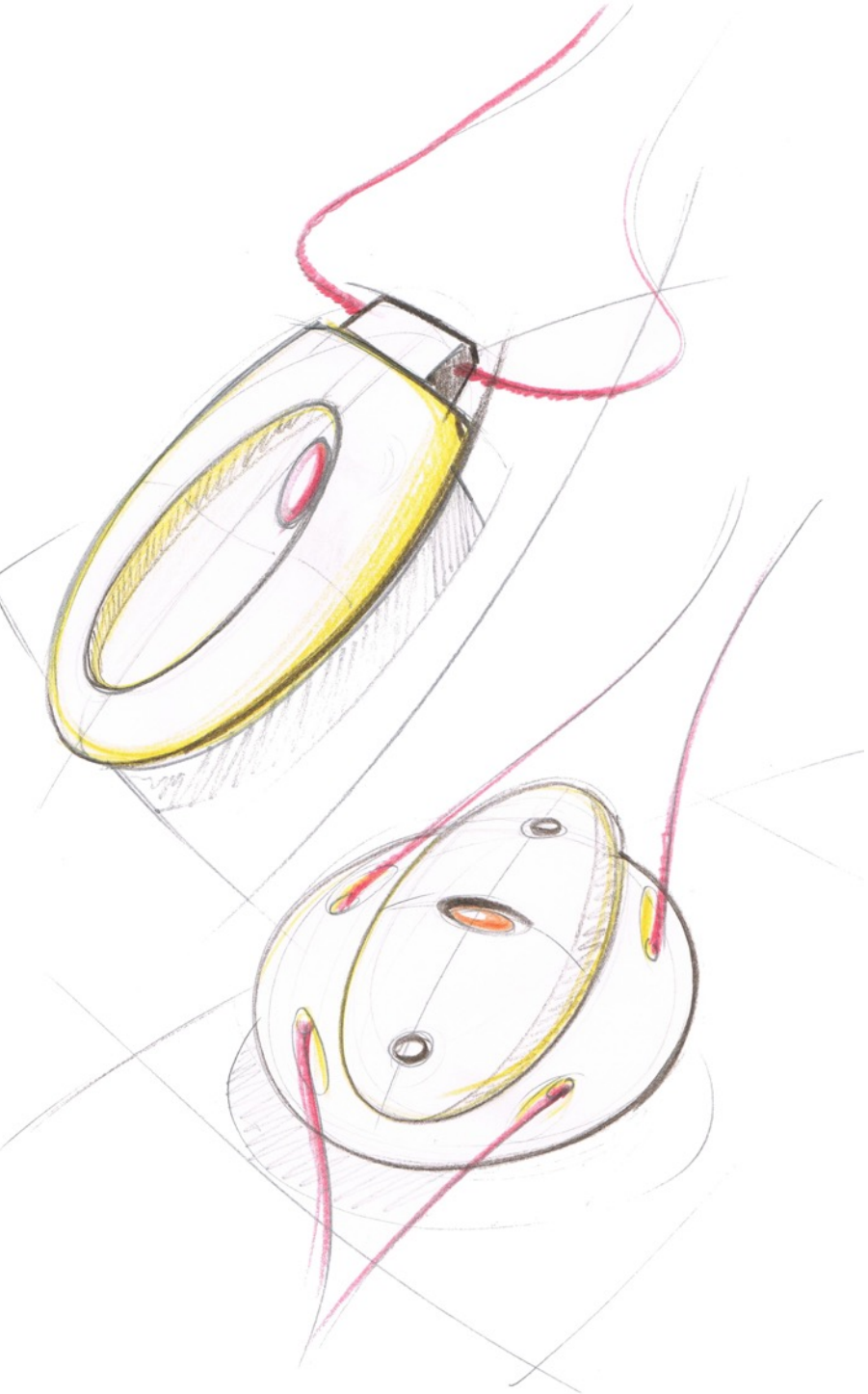

LIFE RING
SEMI RIDGE LIFE RAFT.
ELITE GUARD BOUY.
ROPE
TEXT IN CIRCLE
HIDE AND SEEK
FIND US KEEP US
FINDERS KEEPERS

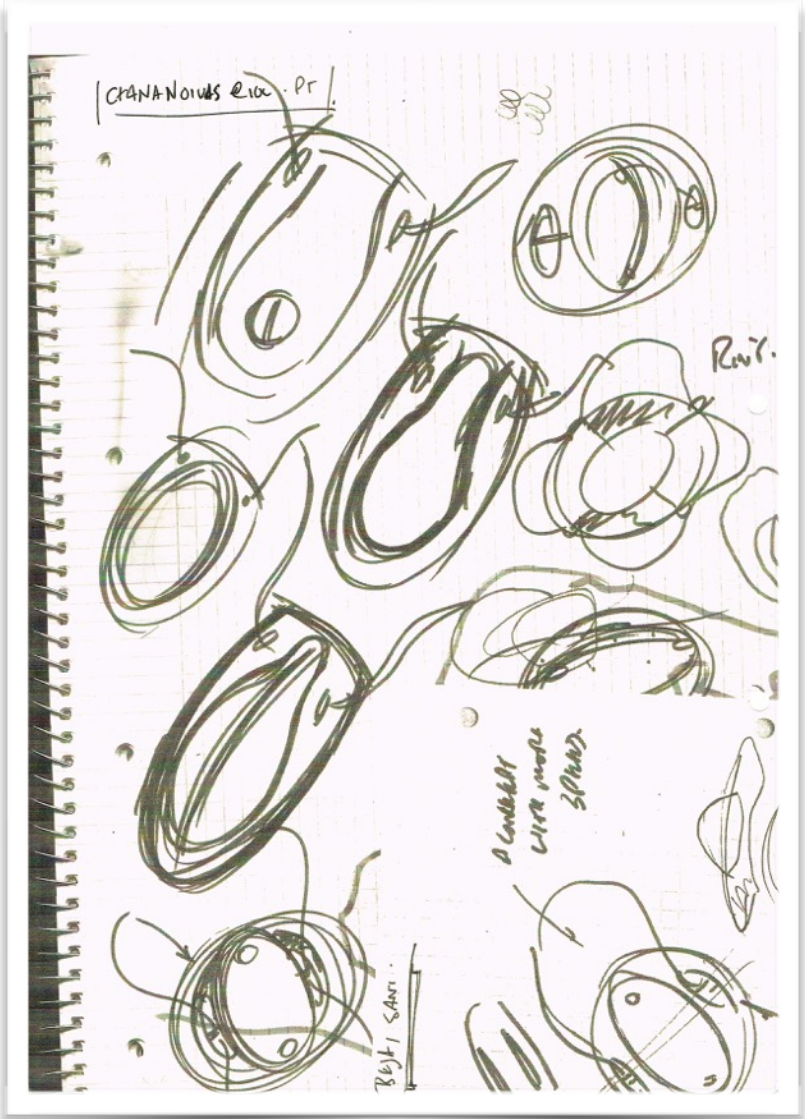

SCREW FIXING
WHISTLE

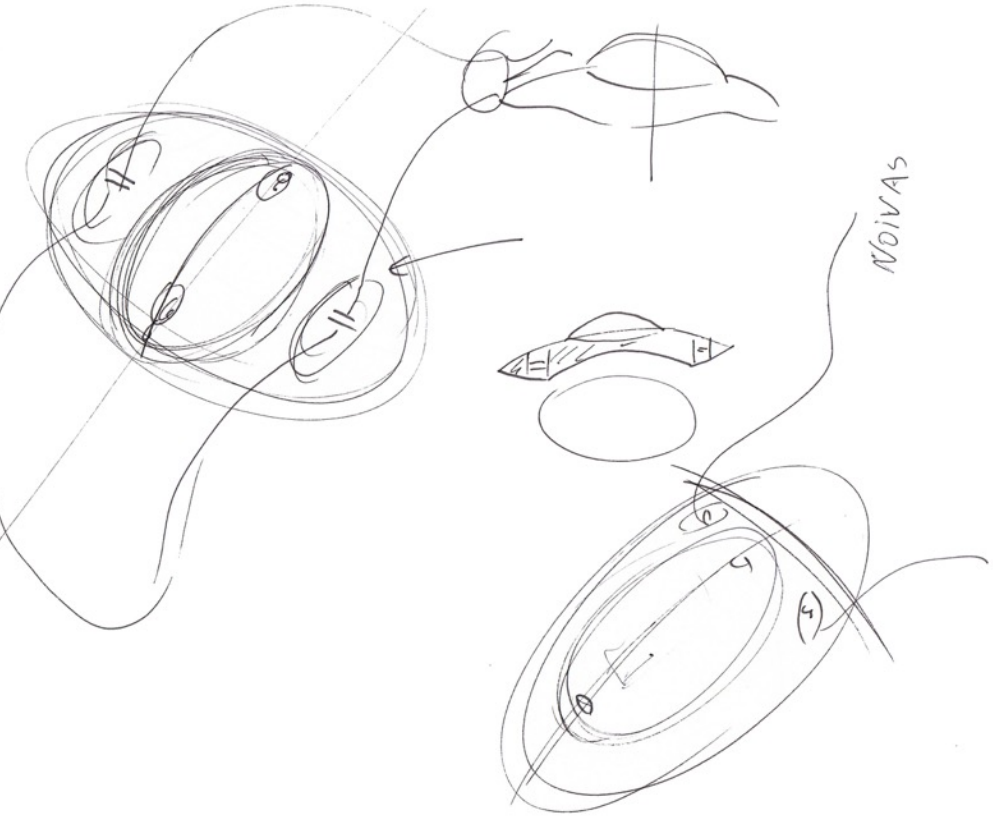

kid GUARD
PHILIPS







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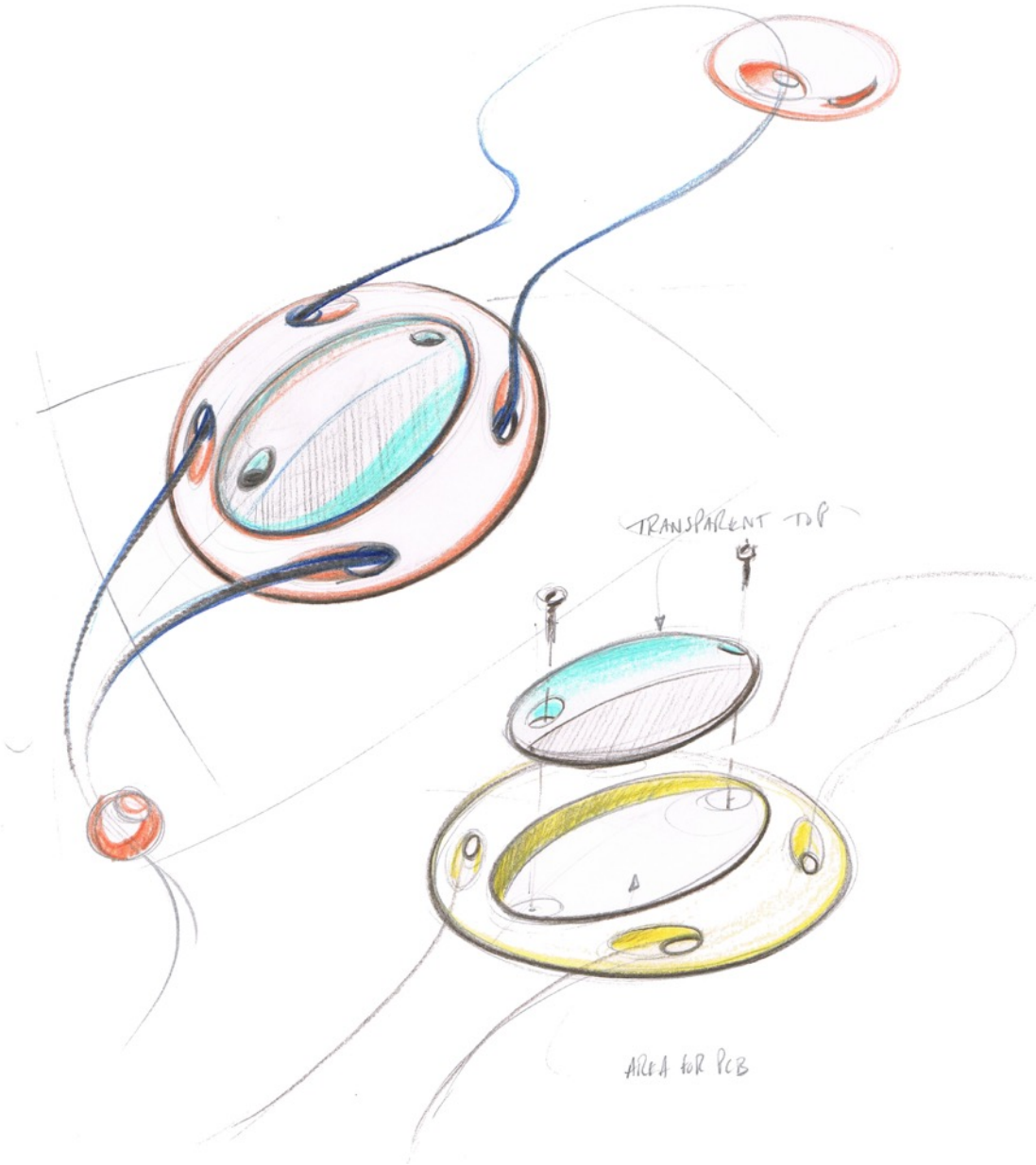
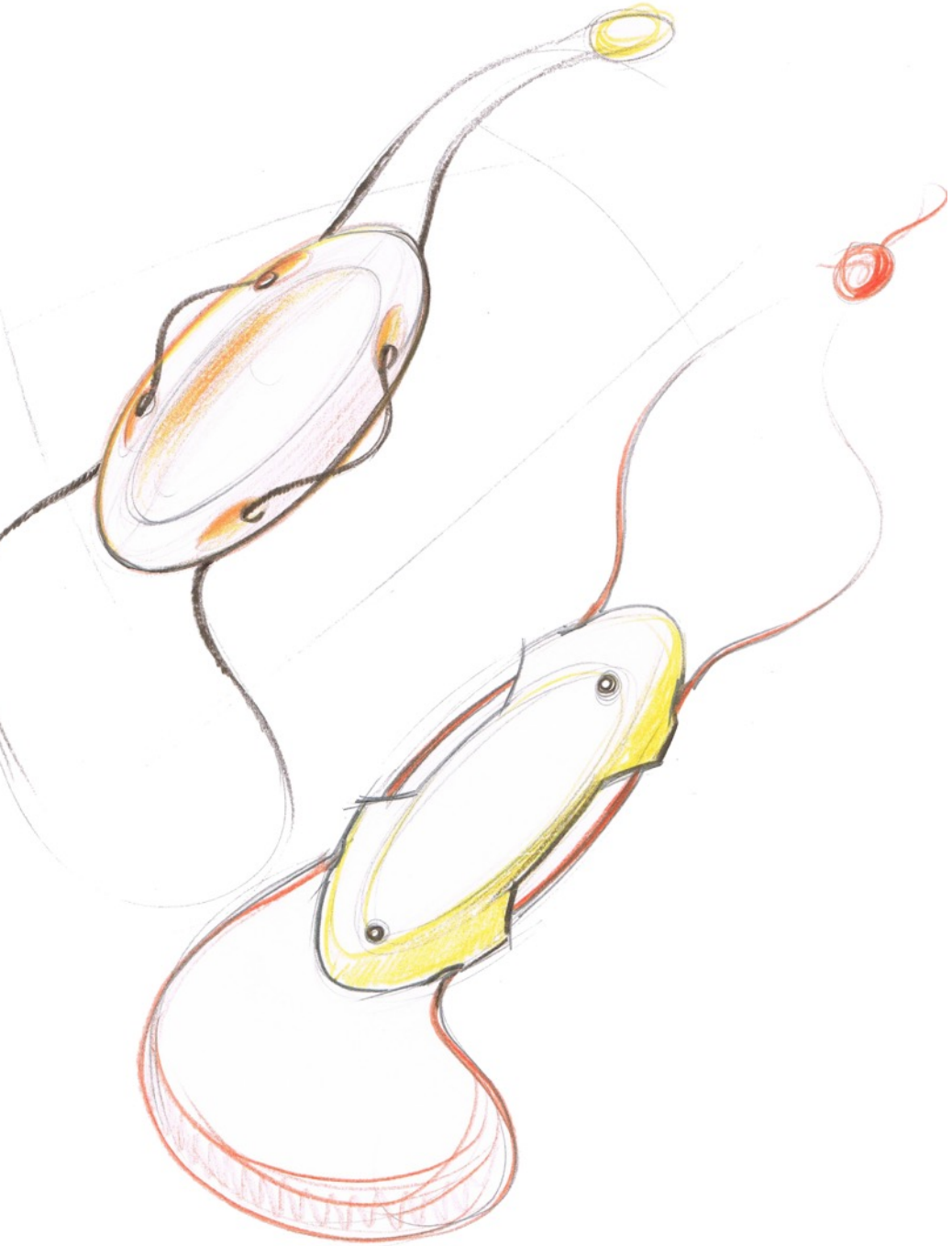
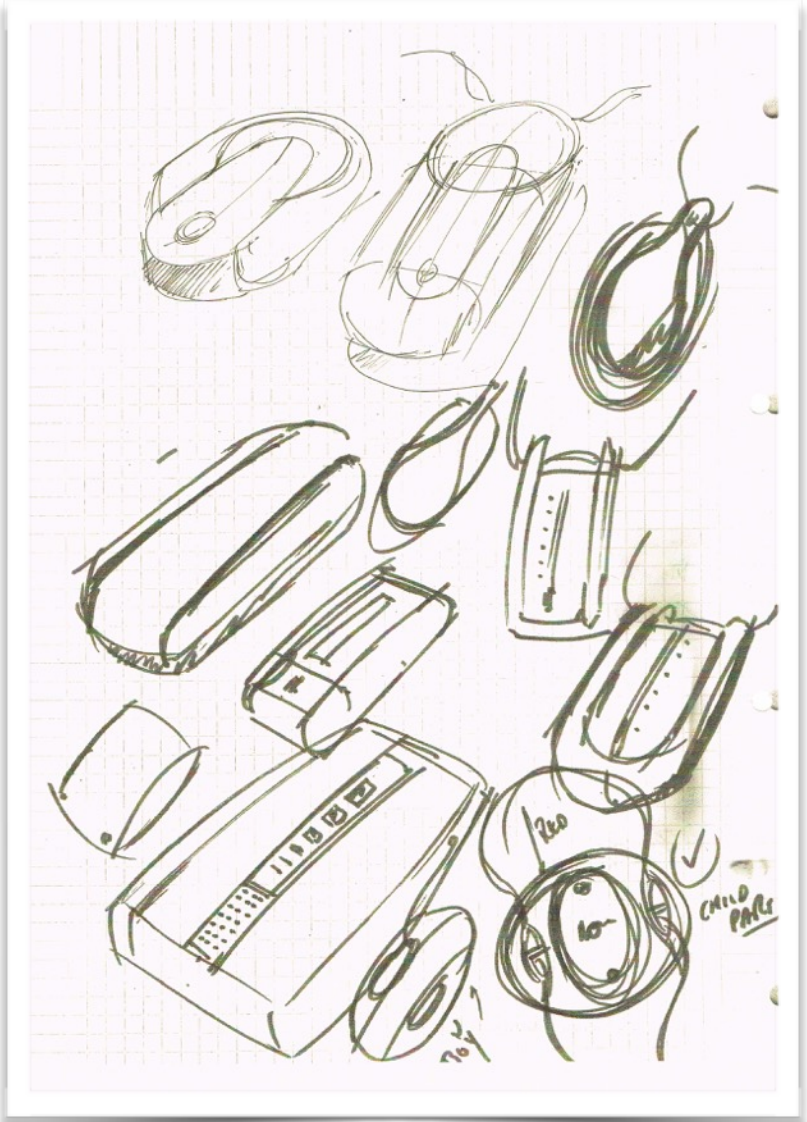
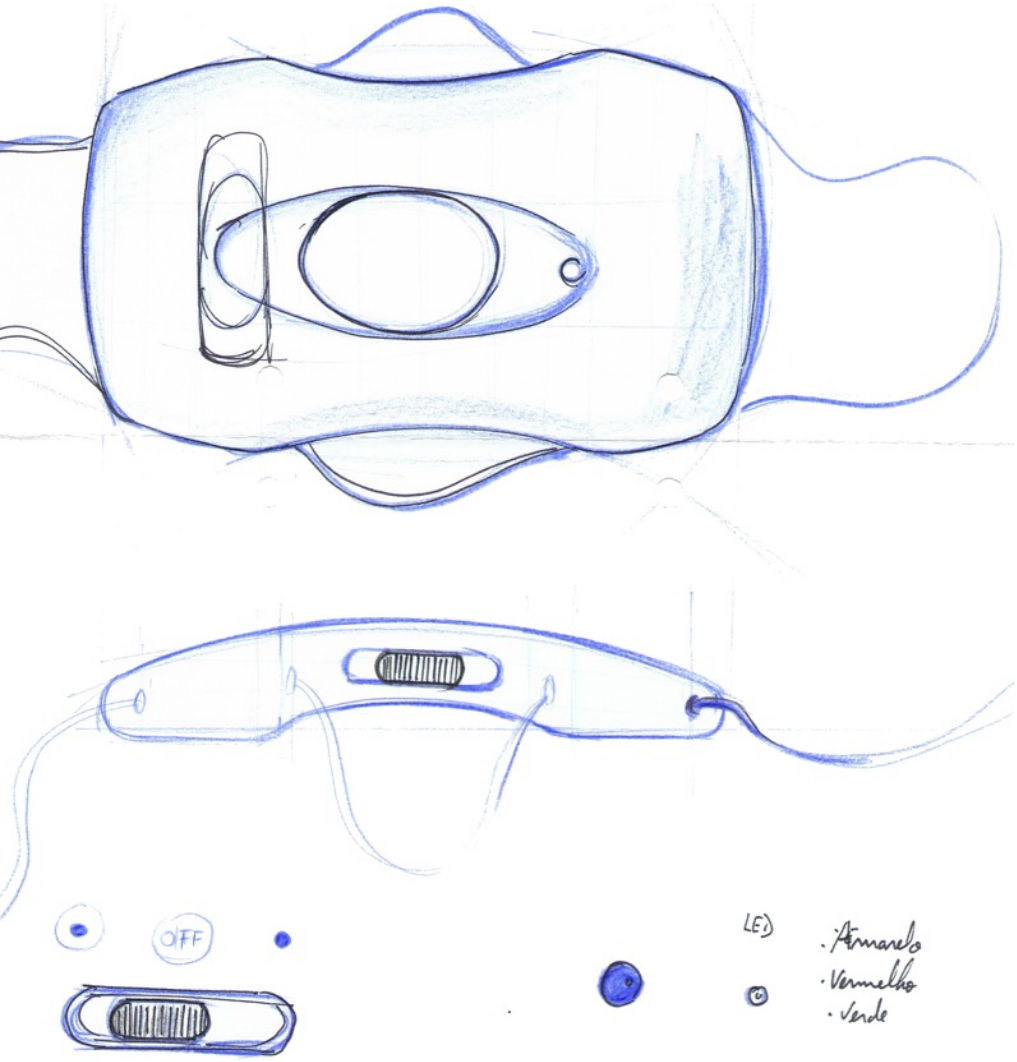

TRANSPARENT TOP
AREA FOR PCB



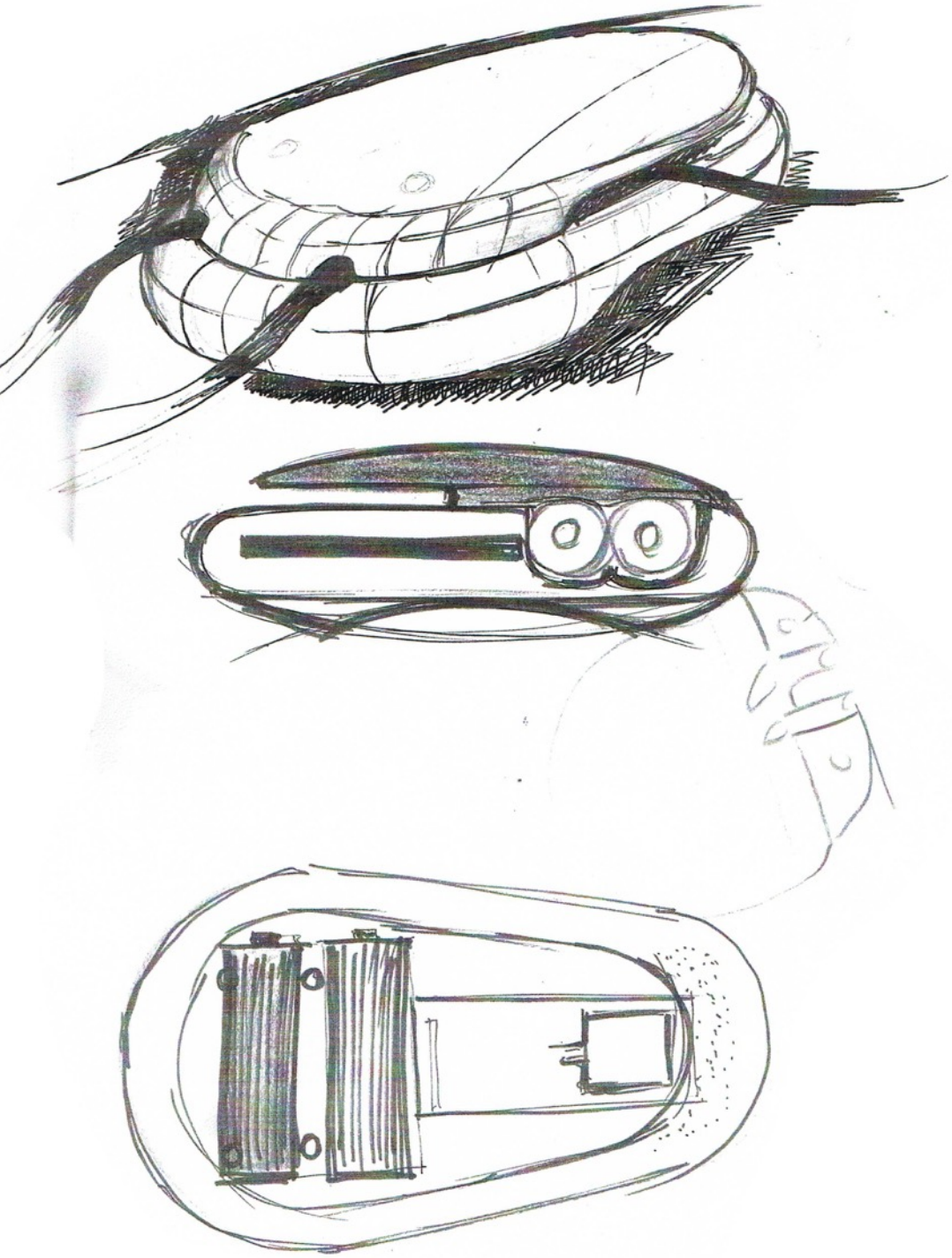

CHILD PARTS

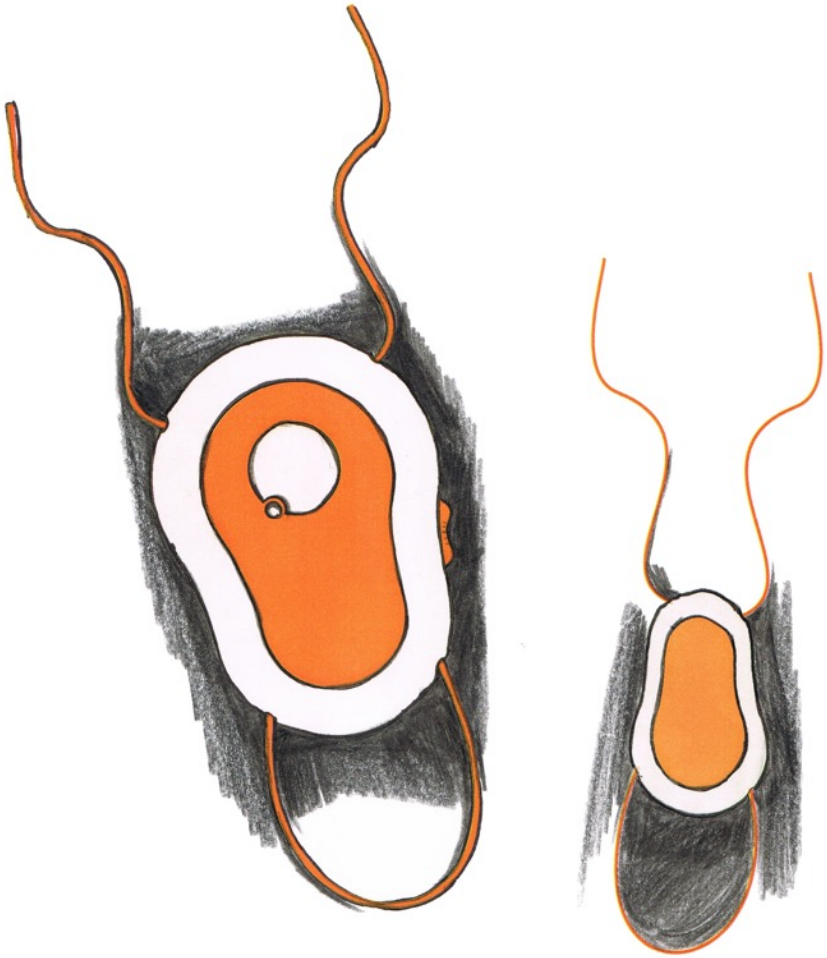


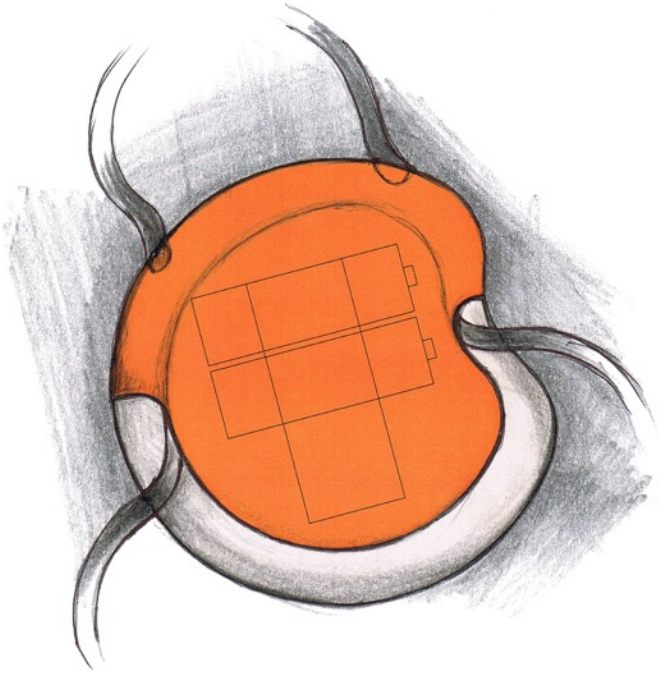
pebble

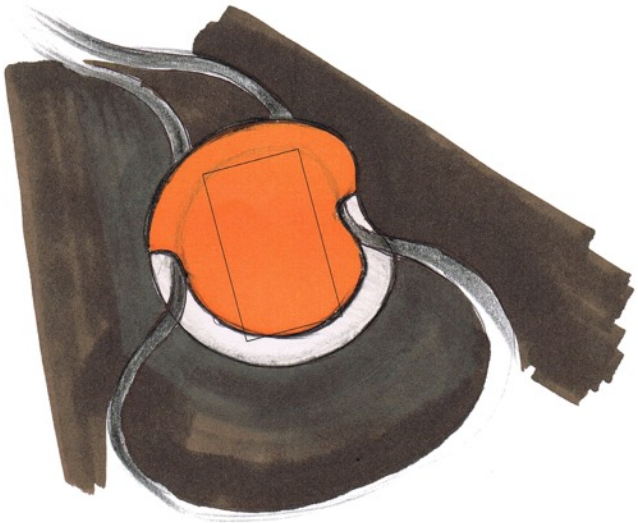
Based on the smoother shapes of stones and rocks found on sandy beaches. This was an attempt to make the Kid Guard fit more comfortably into the hand and pocket, without sharp edges and corners.

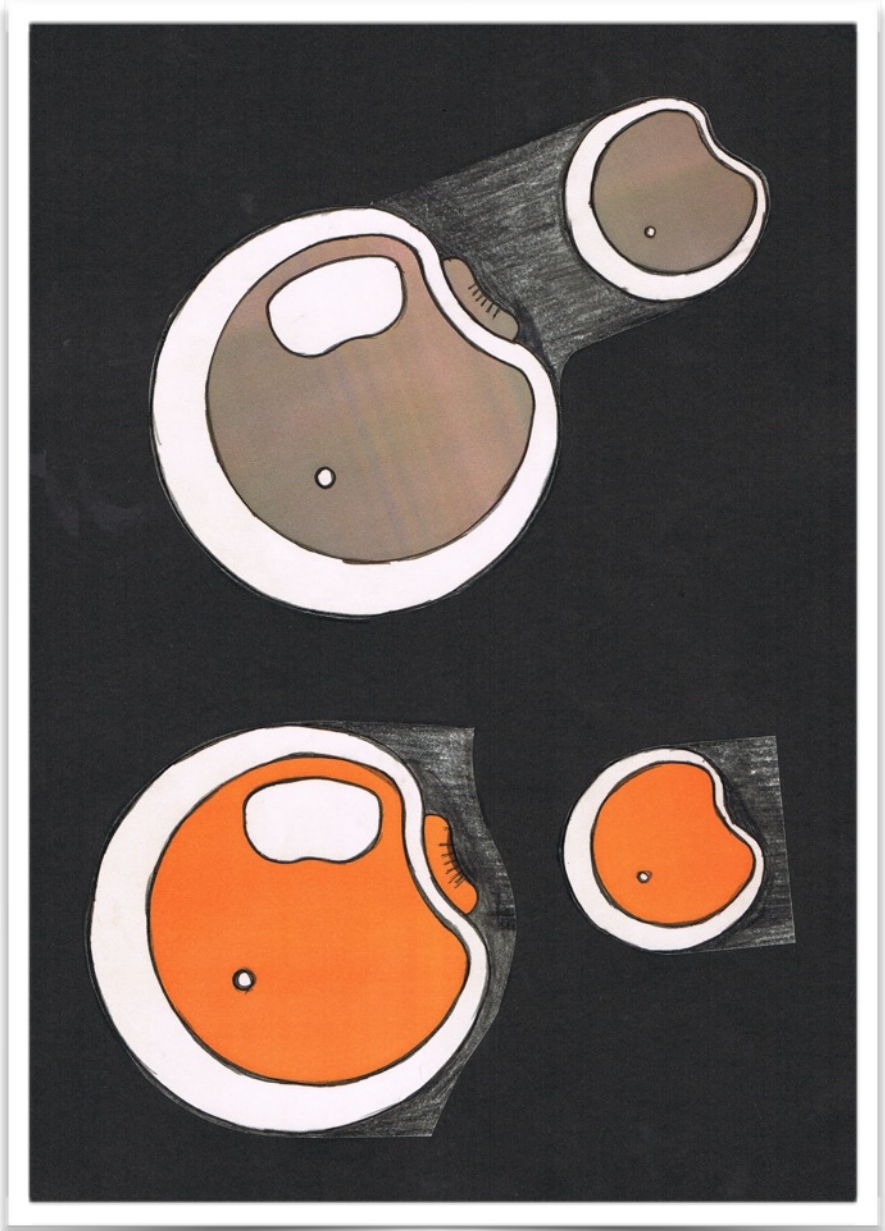
As the information from EliDev about the electronics became more accurate, I realised that the interior components had reduced considerably, therefore, allowing me to create more organic shapes around rectangular PCBs.

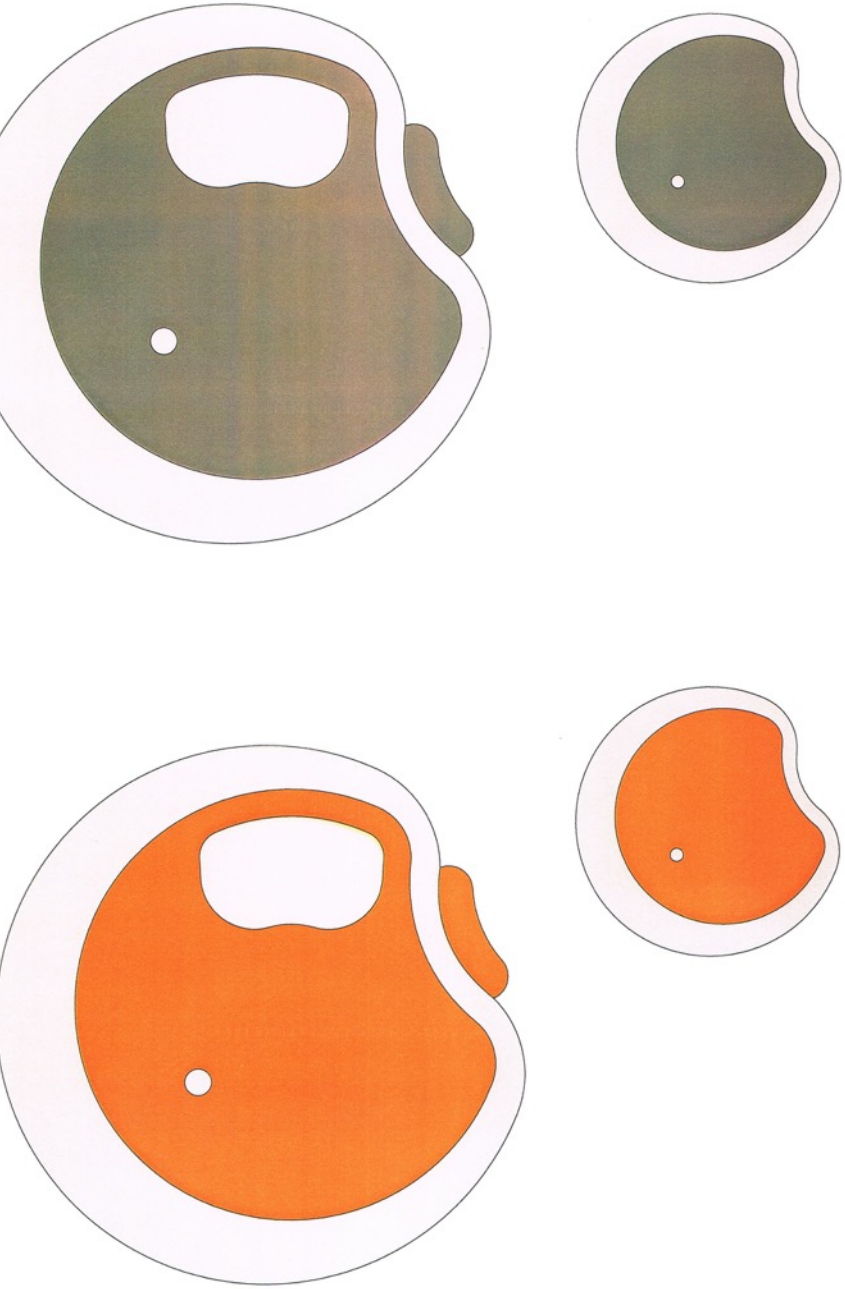


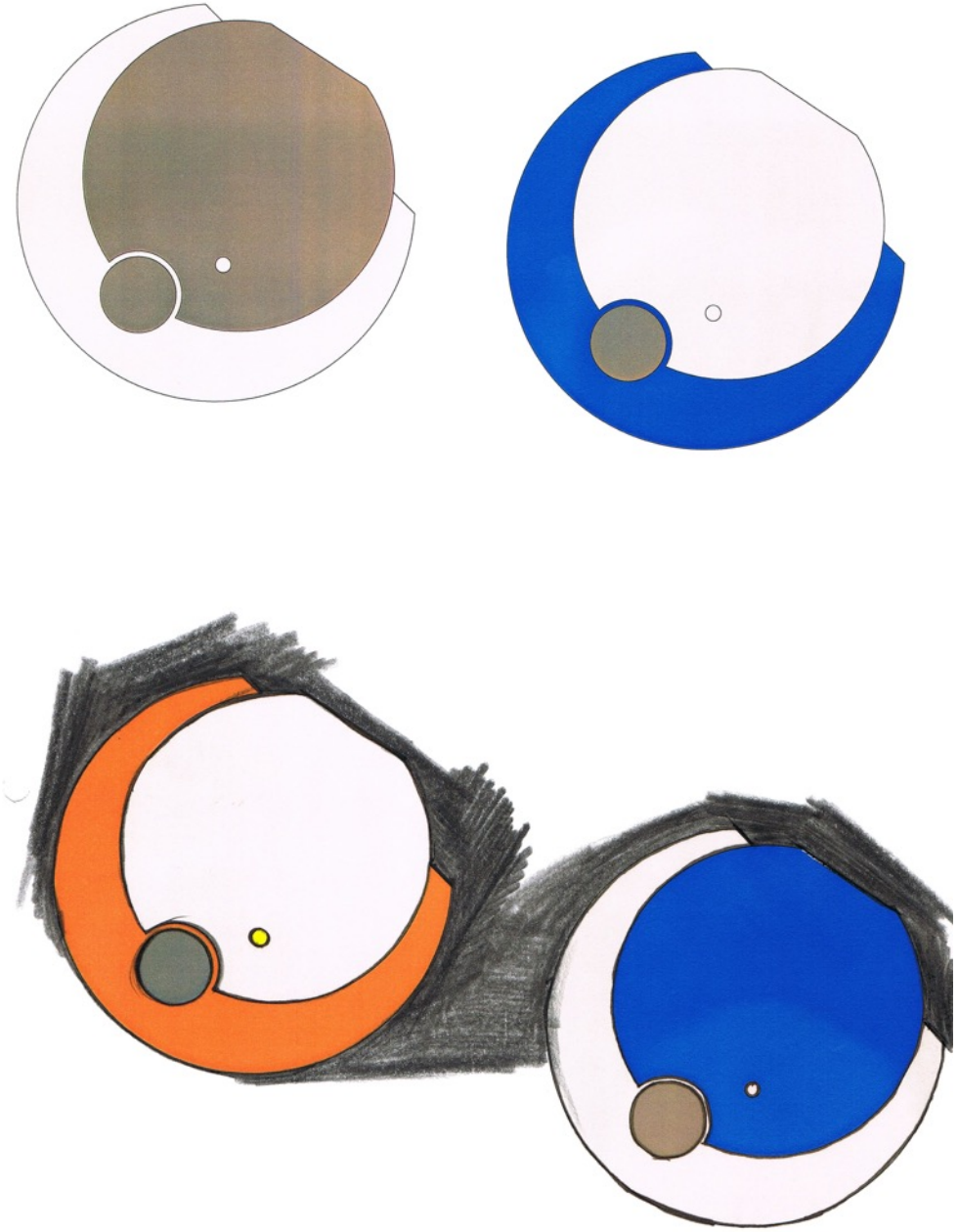








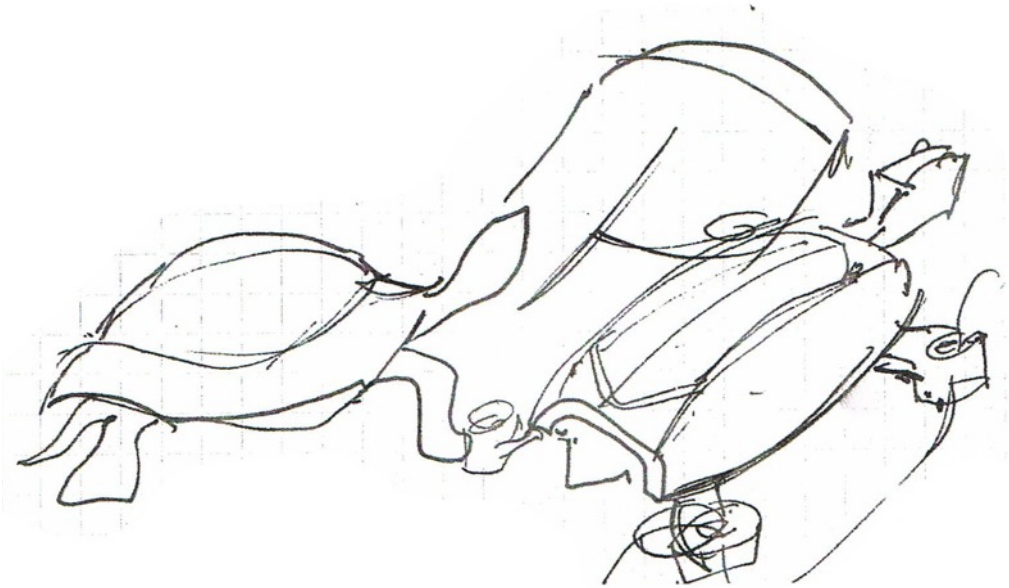


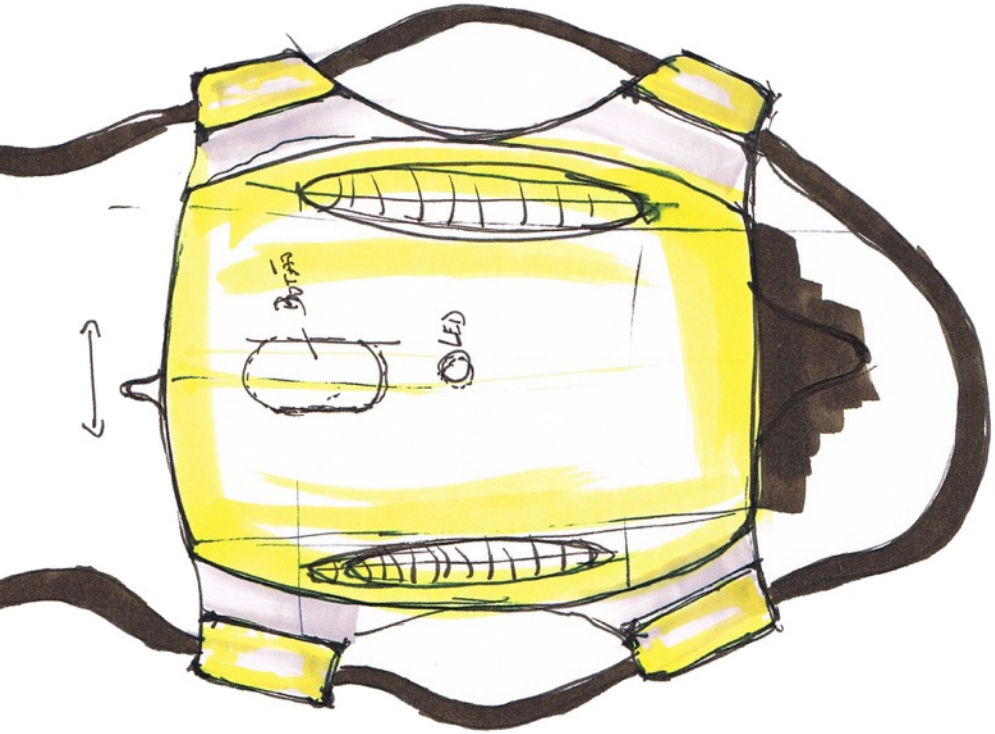


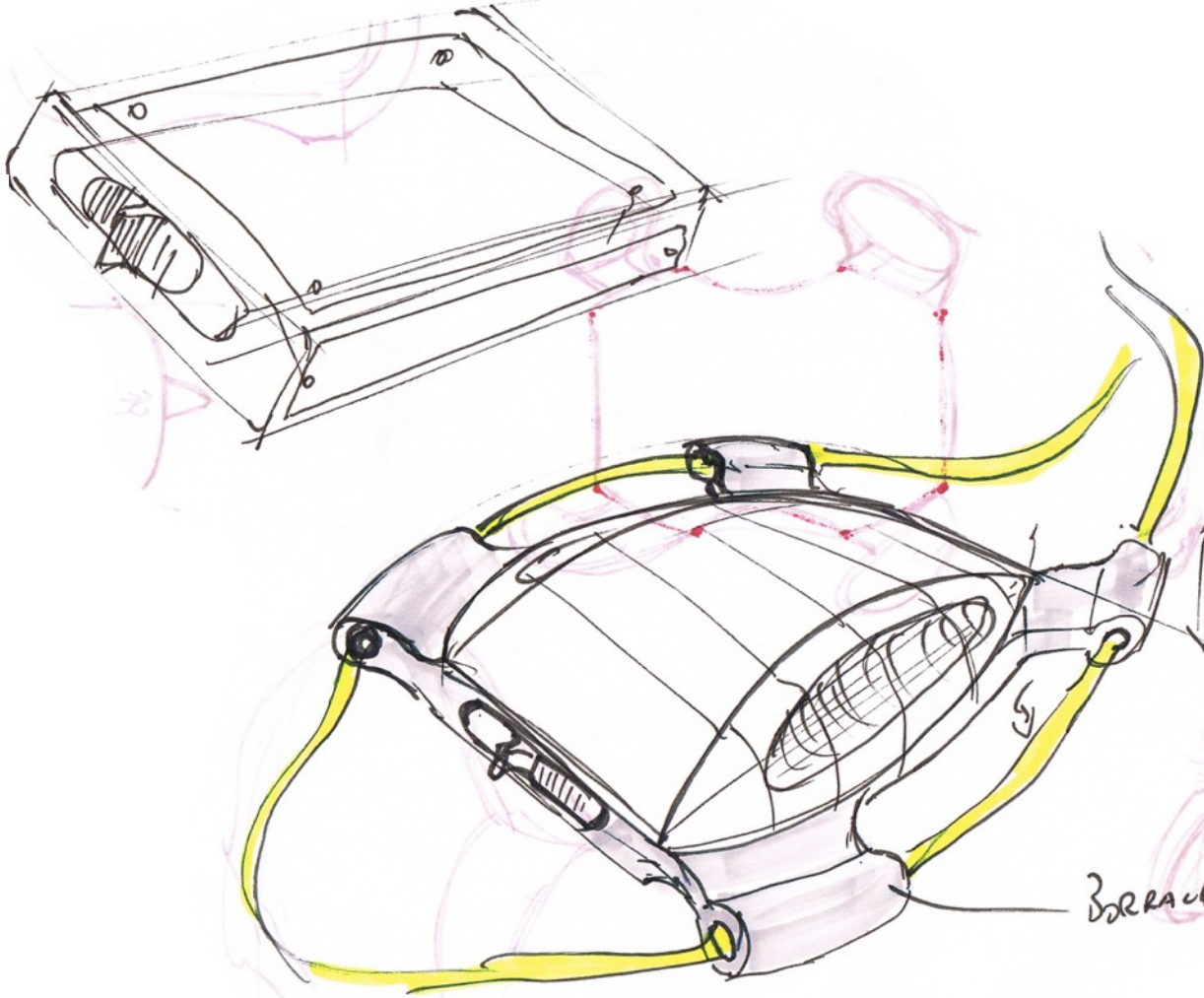
turtle

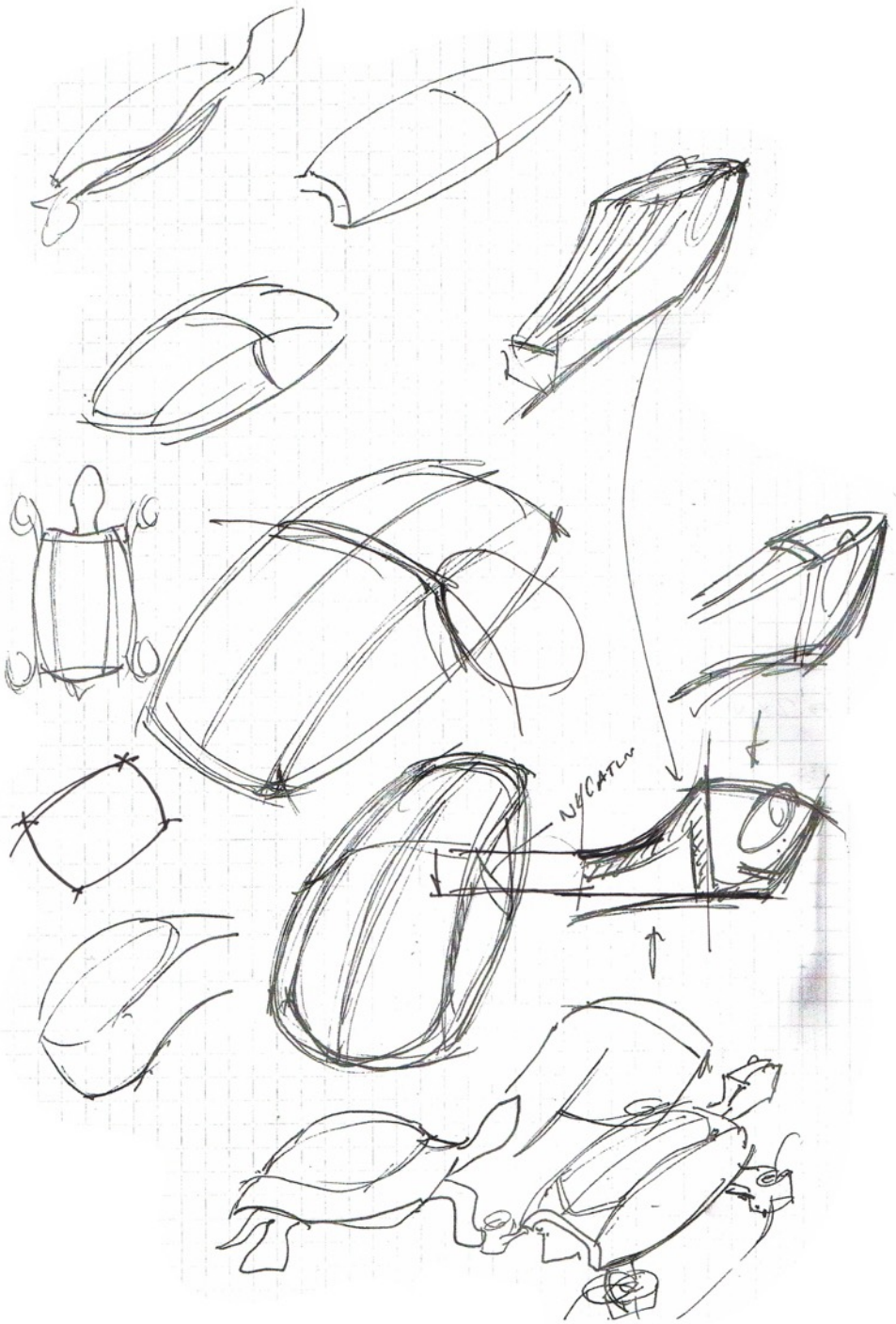
This was the most challenging approach to the design, attempting to stylise an electronic product on the aesthetic values of a turtle.

My idea was to transform the turtle's main characteristics (head, feet, tail and body) into a more technical looking toy creature. The body houses the electrical components, whilst the feet hold a wrist cord and the tail and head wobble or move when the product was in motion.




BATERIA
LED


BORRAC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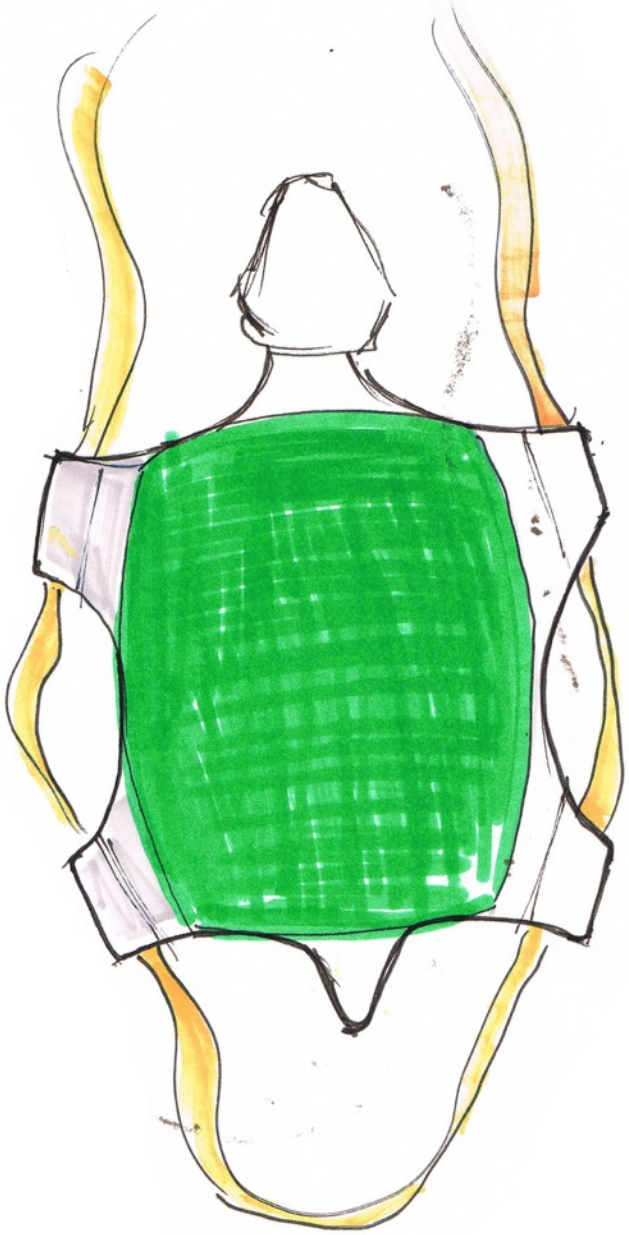
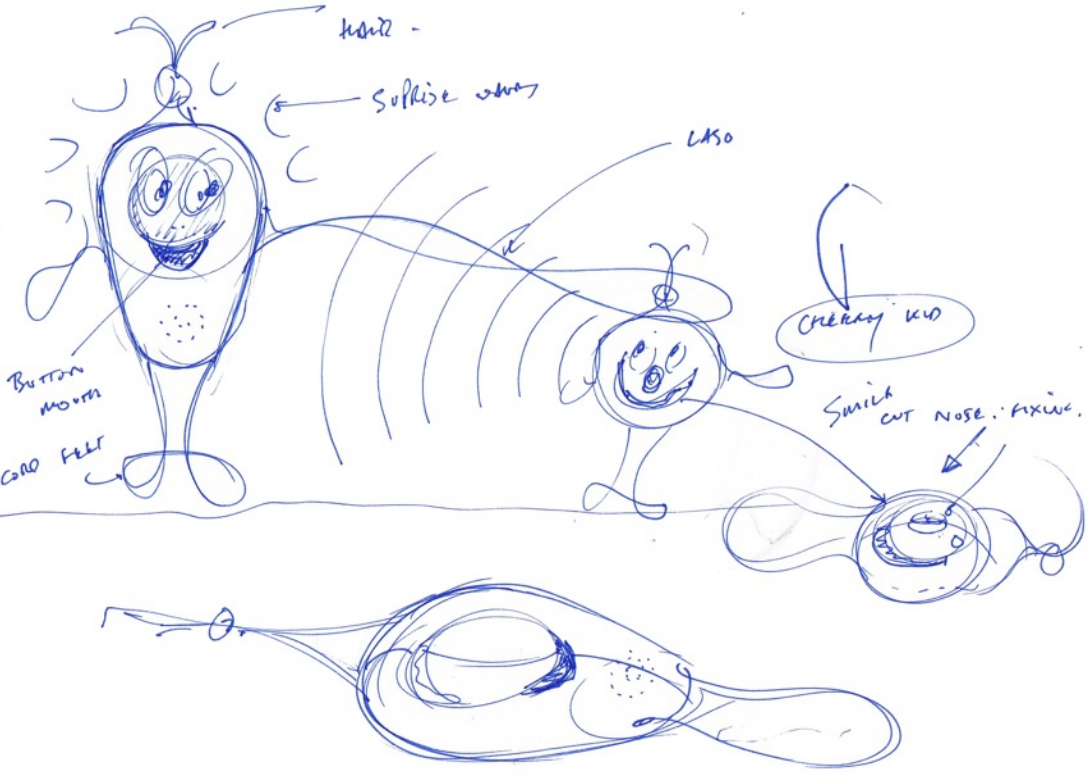
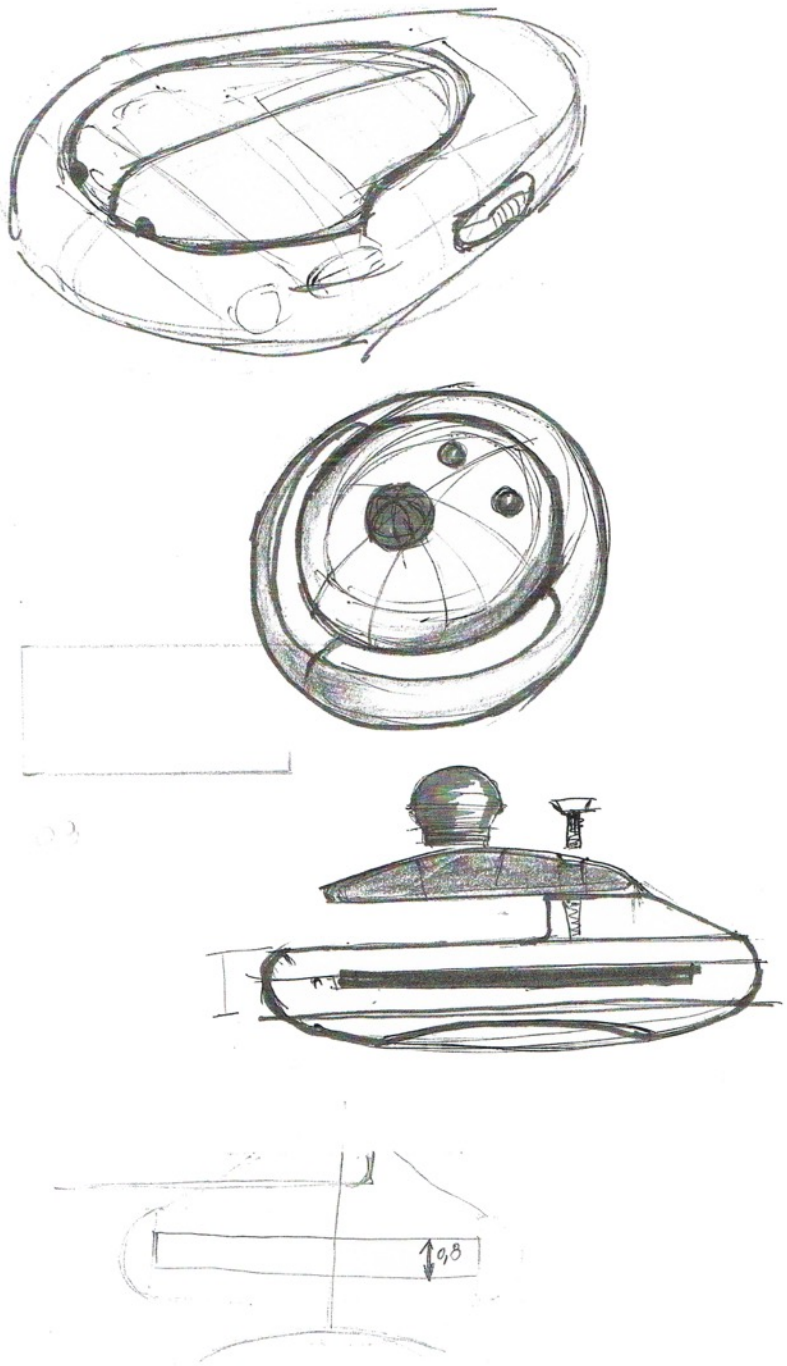


faces

As the sketch work developed I saw opportunities to create expressions and faces on the products outer casing (on both transmitter and receiver), accommodating some of the surface detail, features, clip and screw fixings.

The rear of the transmitter had a clip detail with two screws and it looked like a face.
The receiver too had the opportunity to create a face with a smiley button, eyes and the wrist cord representing arms reaching out.

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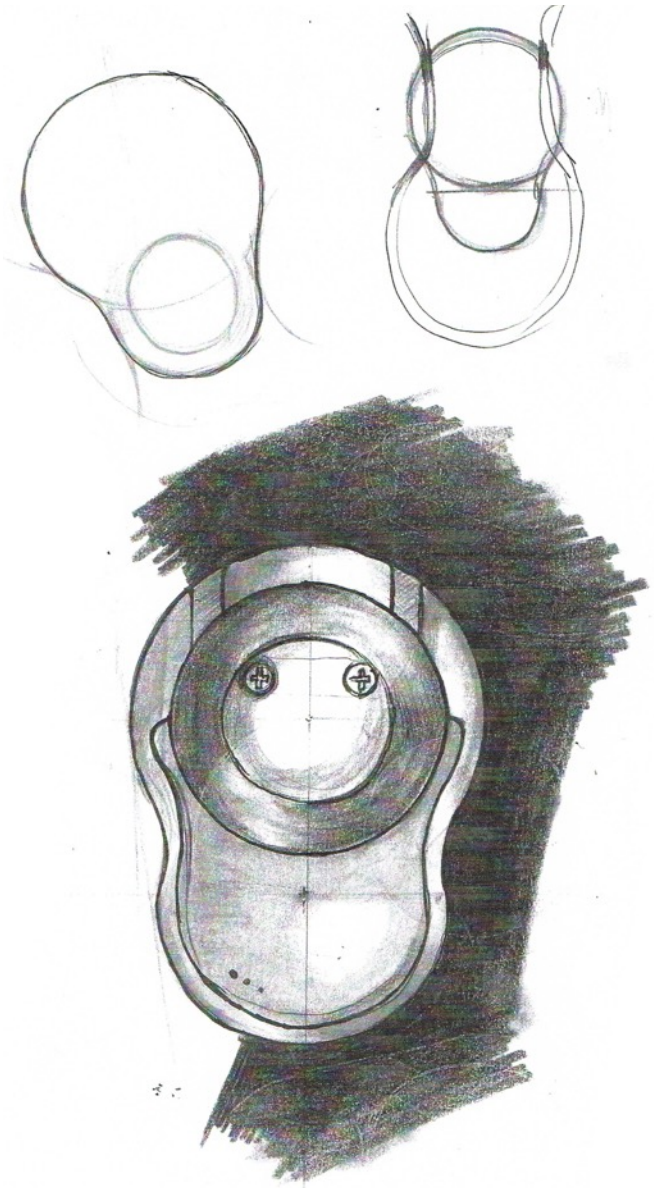
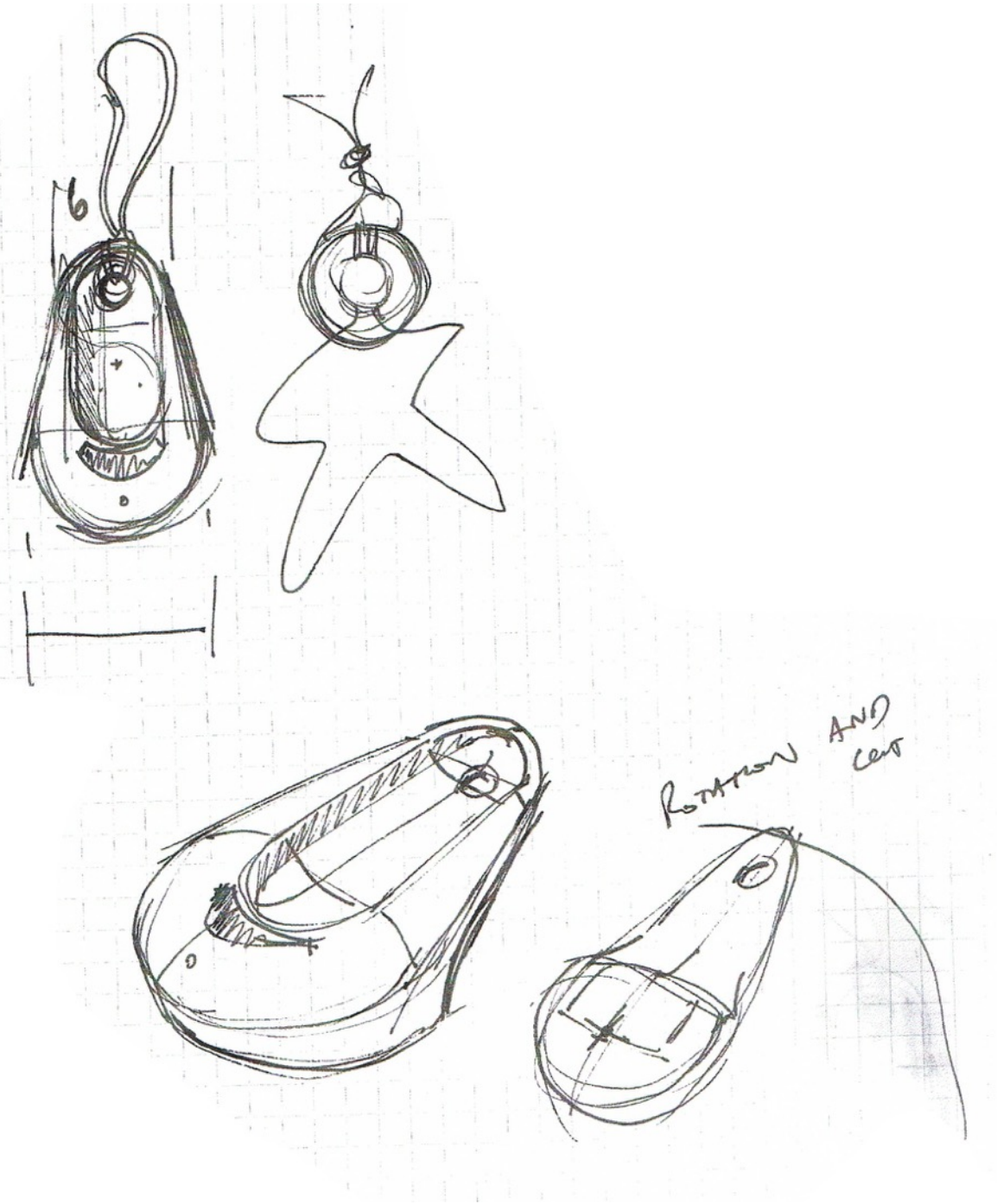
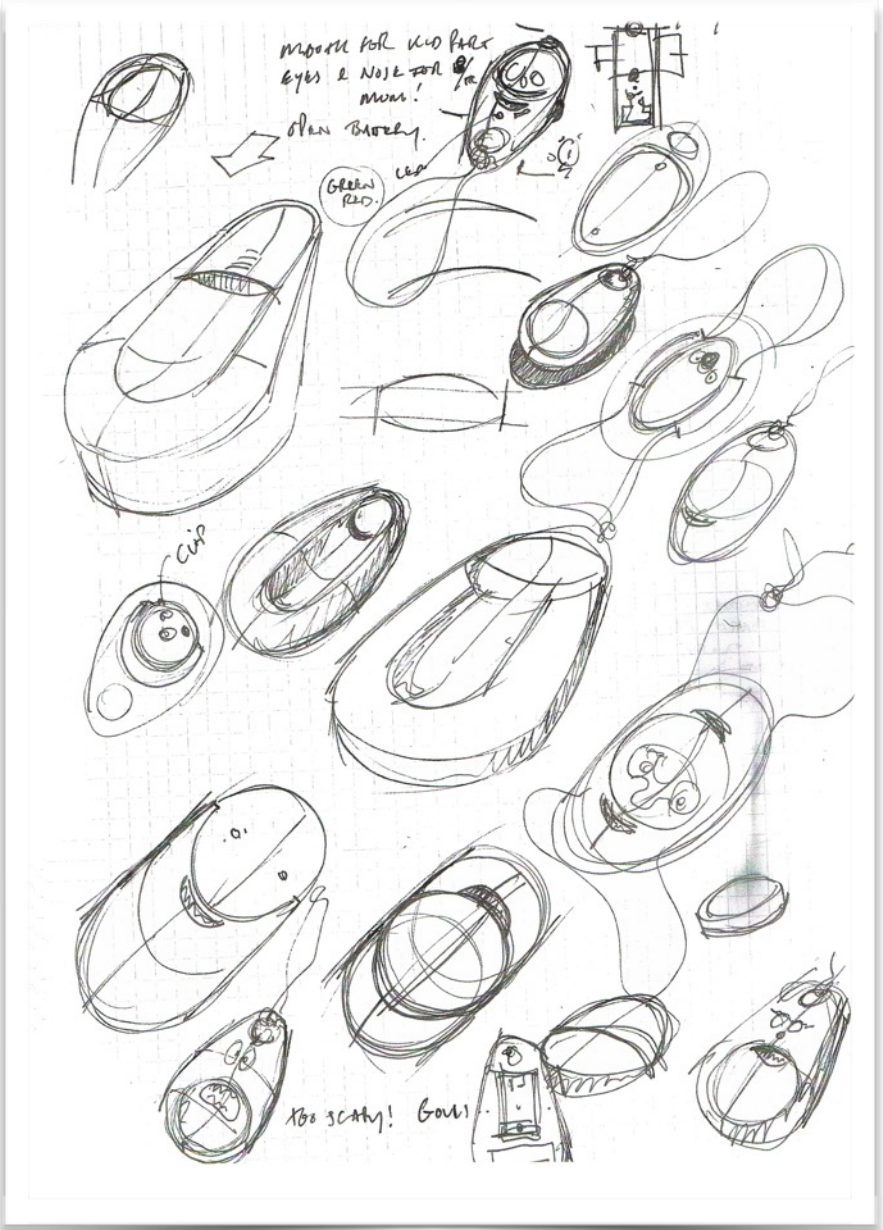
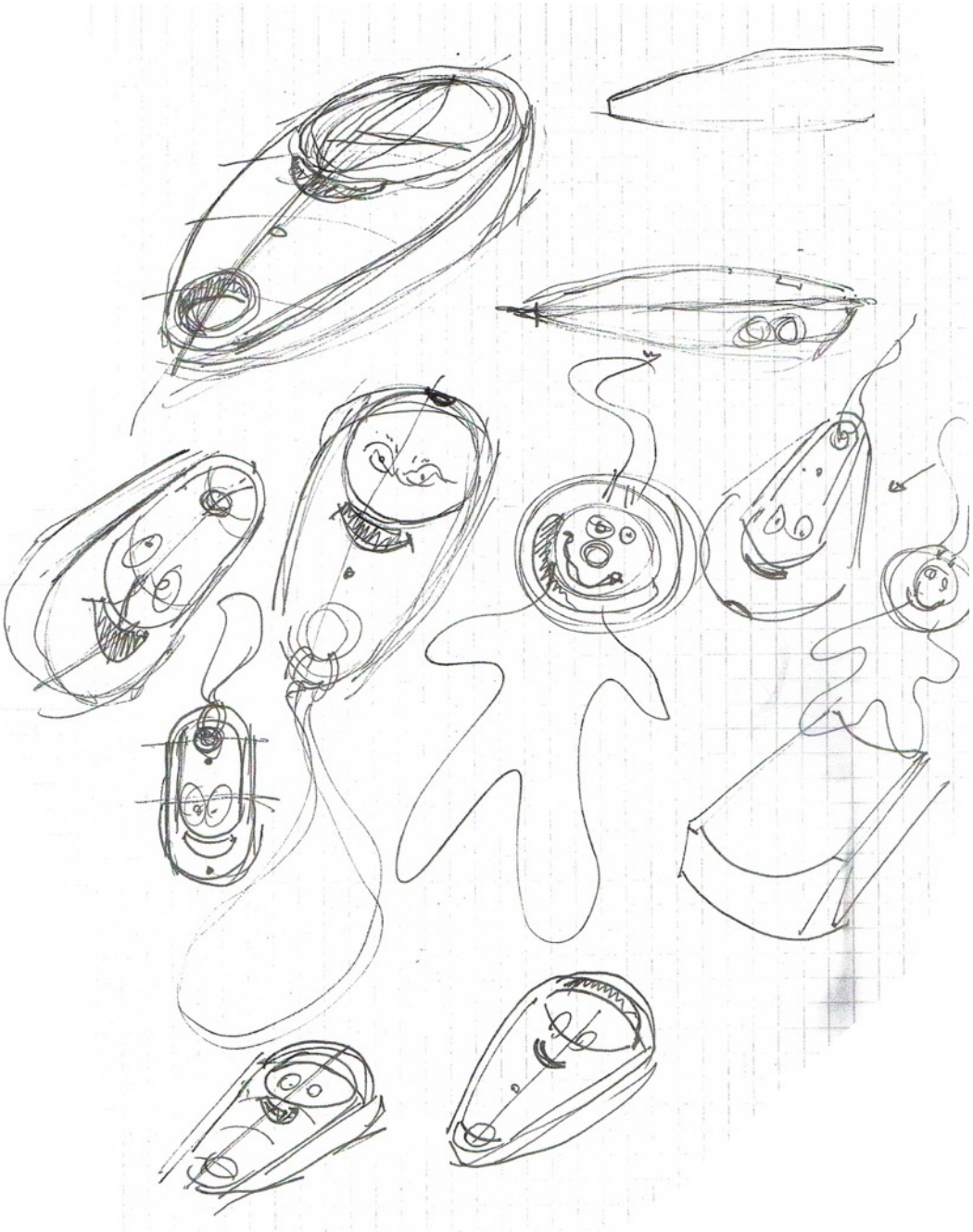
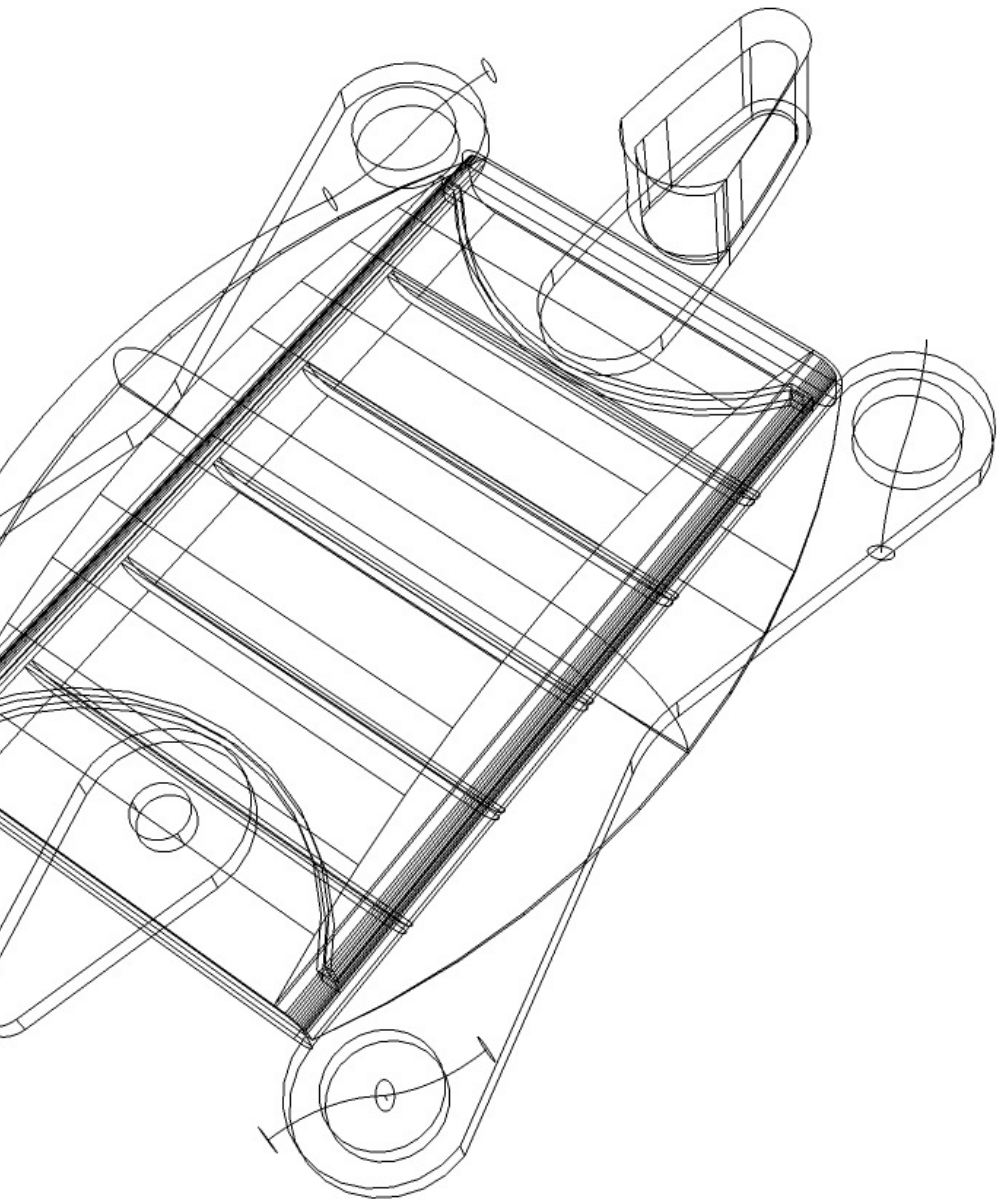



6
ROTATION AND CUT


MOUTH FOR KID PARTY
EYES & NOSE FOR
MOM!
OPEN BUTTERFLY.
GREEN RED.
CUP
TOO SCARY! GOOD!





3d computer

modelling and rendering

3D computer modelling and rendering was a technique I used from the beginning to the end of the creative design process.

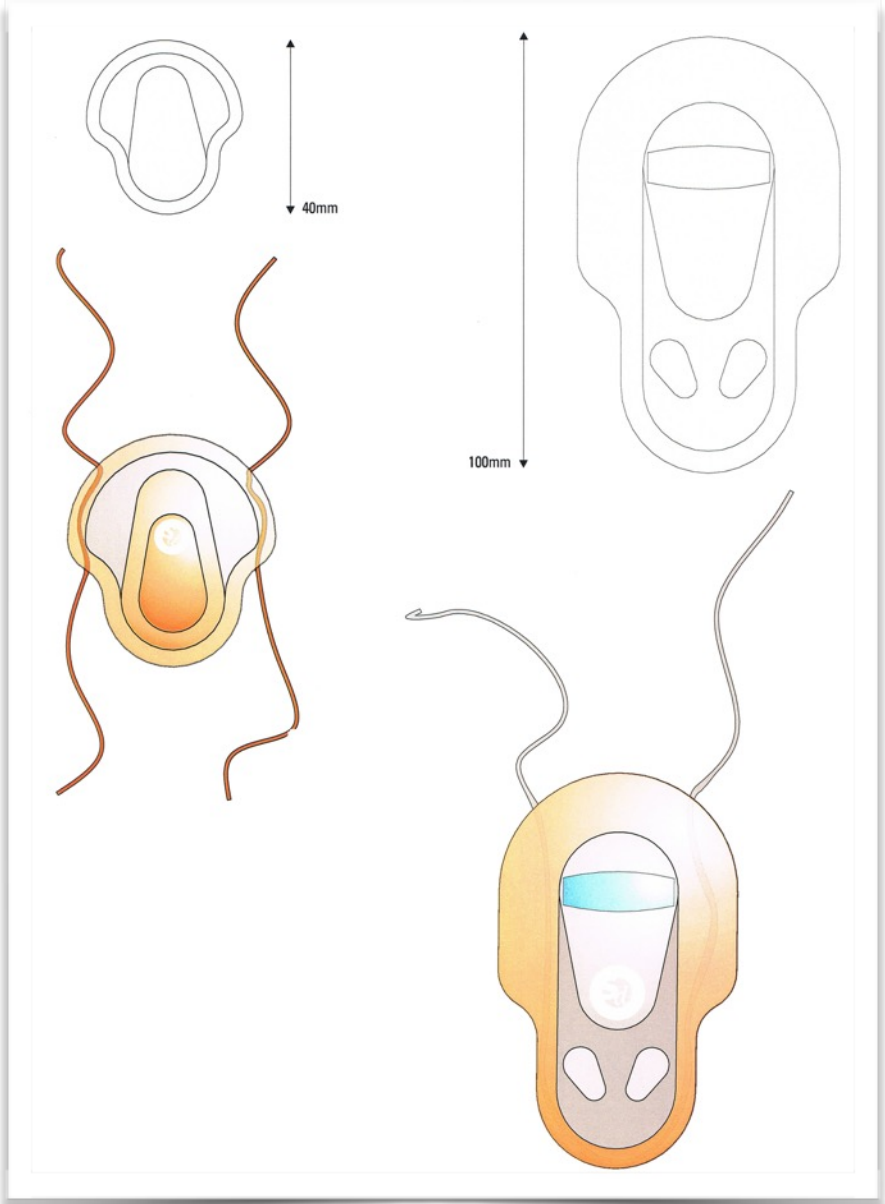
At the time (2005) I was using several 3D design softwares, including Alias Wavefront (now Autodesk), AutoCAD, Studio Max, SketchUp and introducing VectorWorks and Cinema 4D. The combination of these 3D programs allowed me to experiment quickly with shape, rendering (with almost photorealistic quality), technically communicate the designs and with cross compatibility with mechanical and engineering platforms.

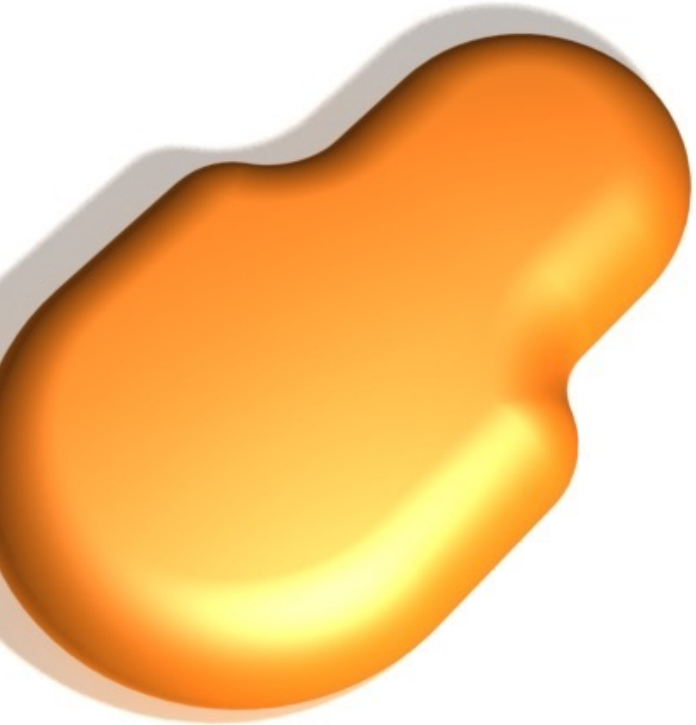
All phases of this 3D design development were communicated to developers and investors to obtain feed-back and design orientation.

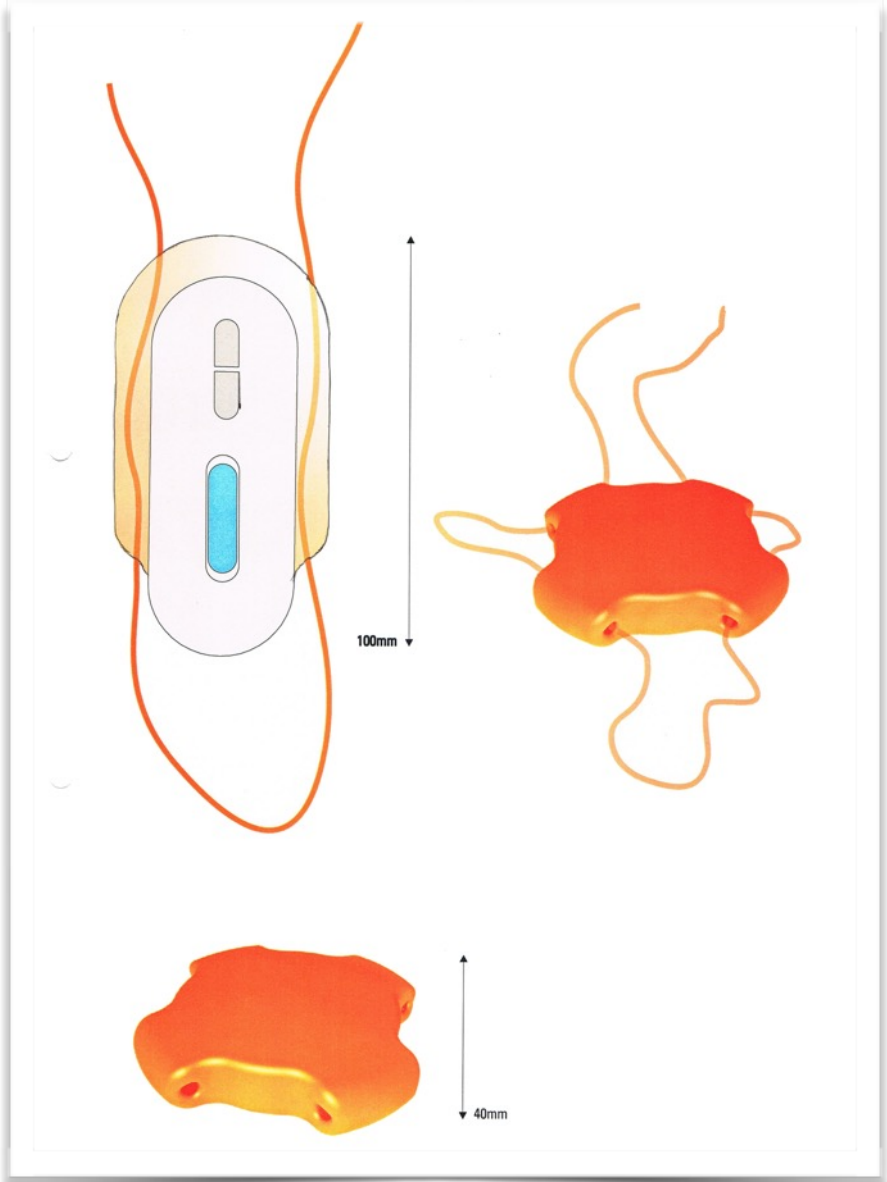
- First 3D studies
- Semi-final product and detail
- Final product and colour variations

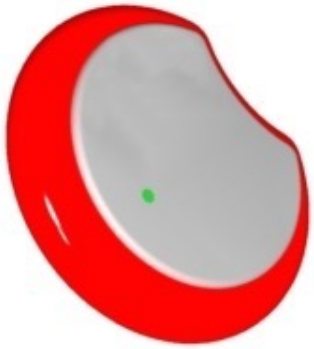
first 3d studies

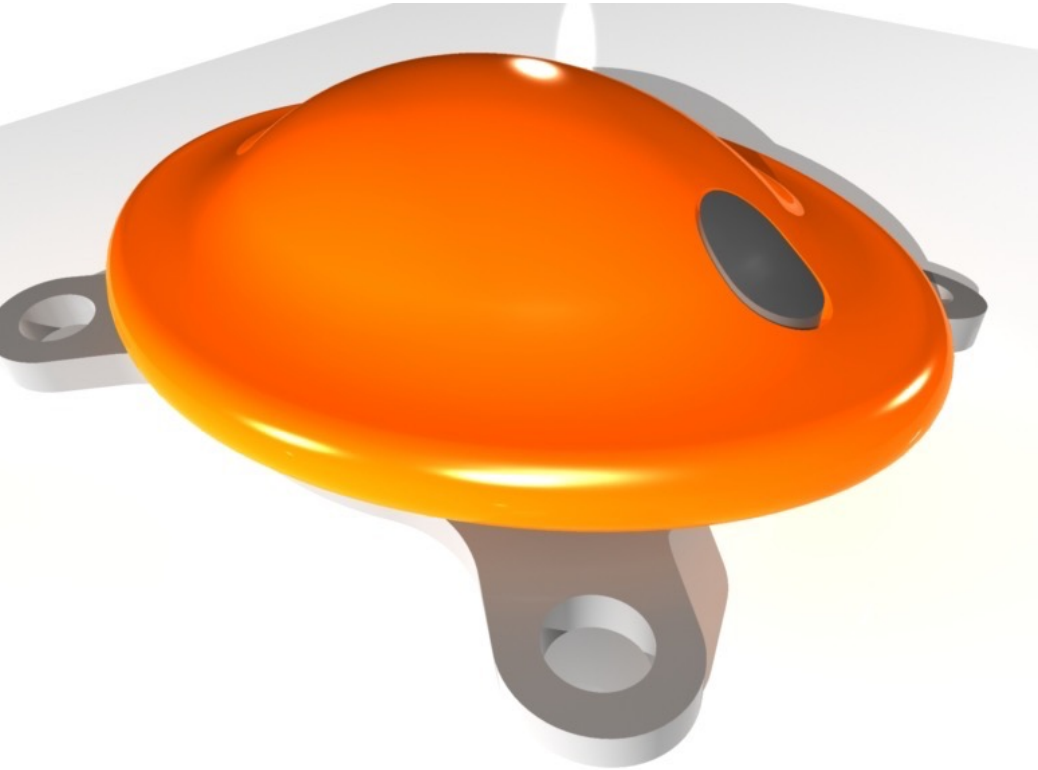
Based on the initial themes identified within the sketchbook phase, these ideas were then interpreted into 3D computer models and rendered in order to understand better the design from all angles.

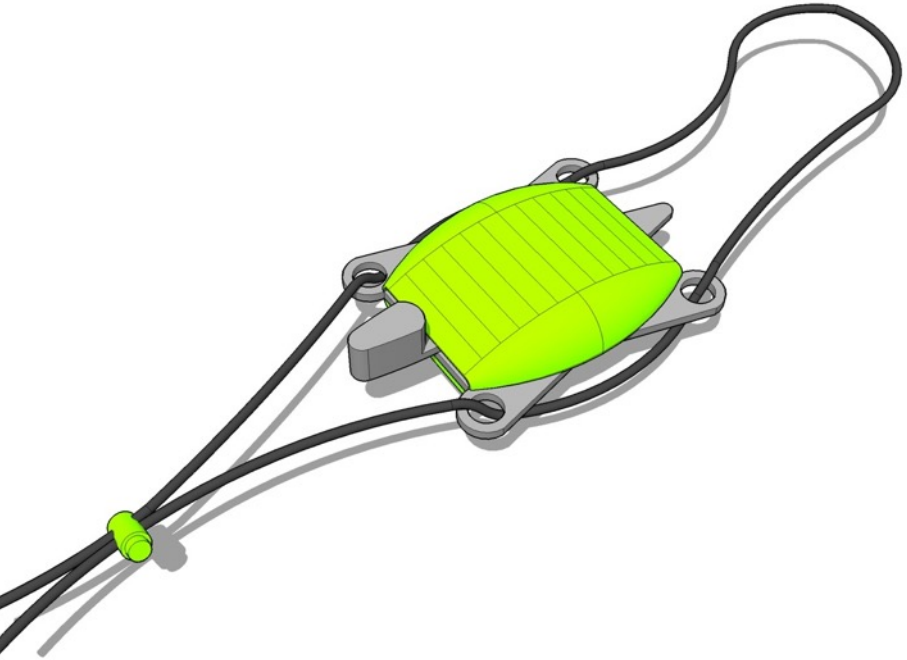

40mm
100mm

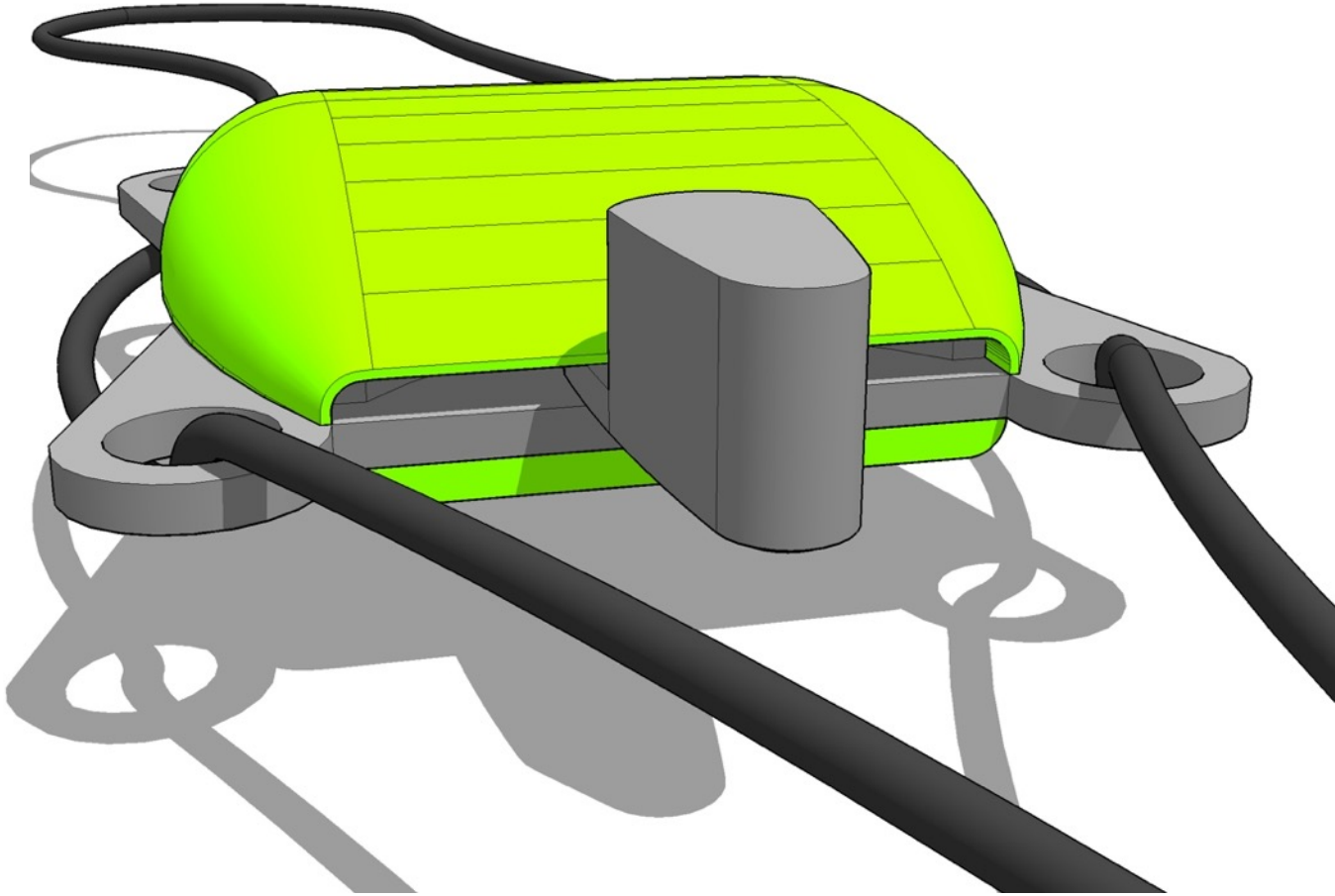


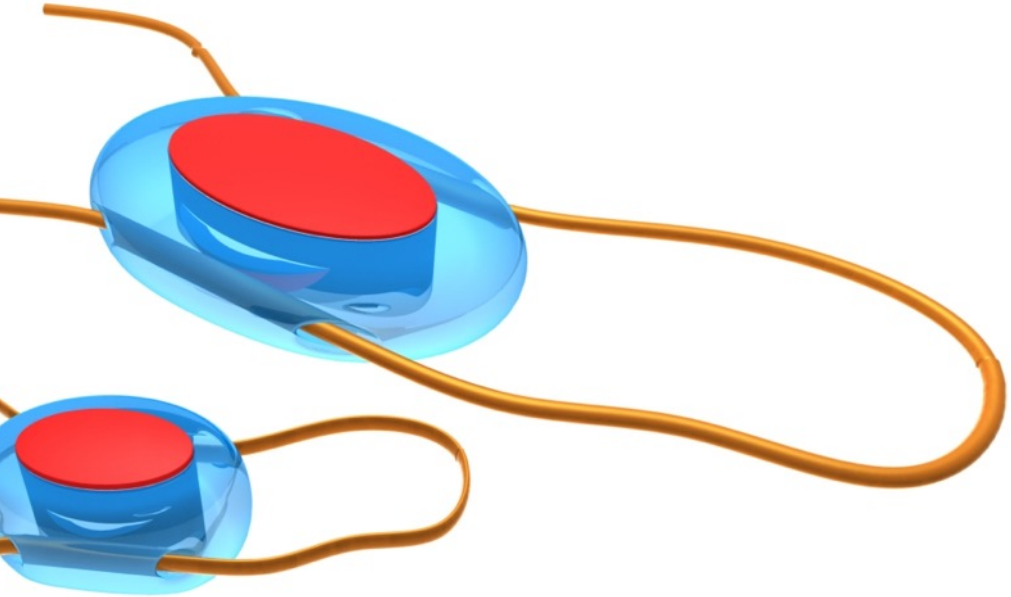

100mm
40mm

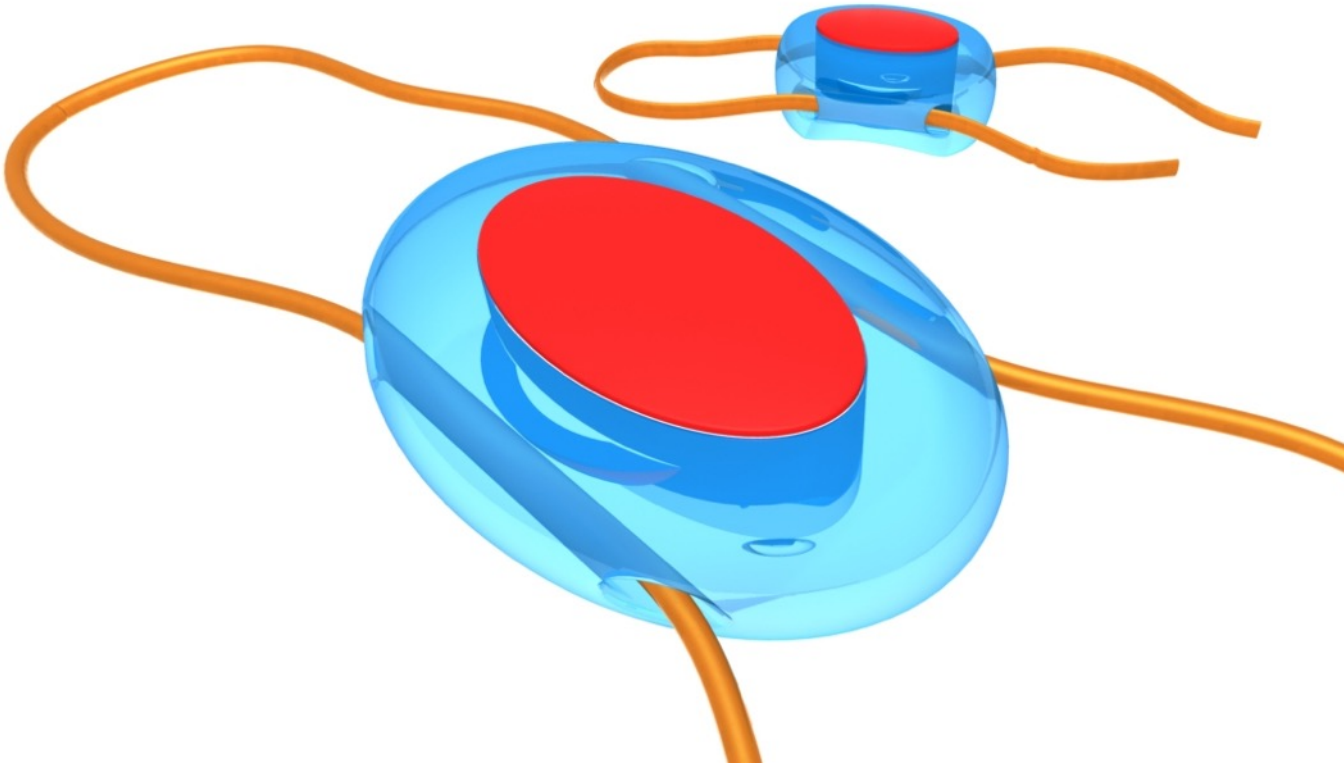


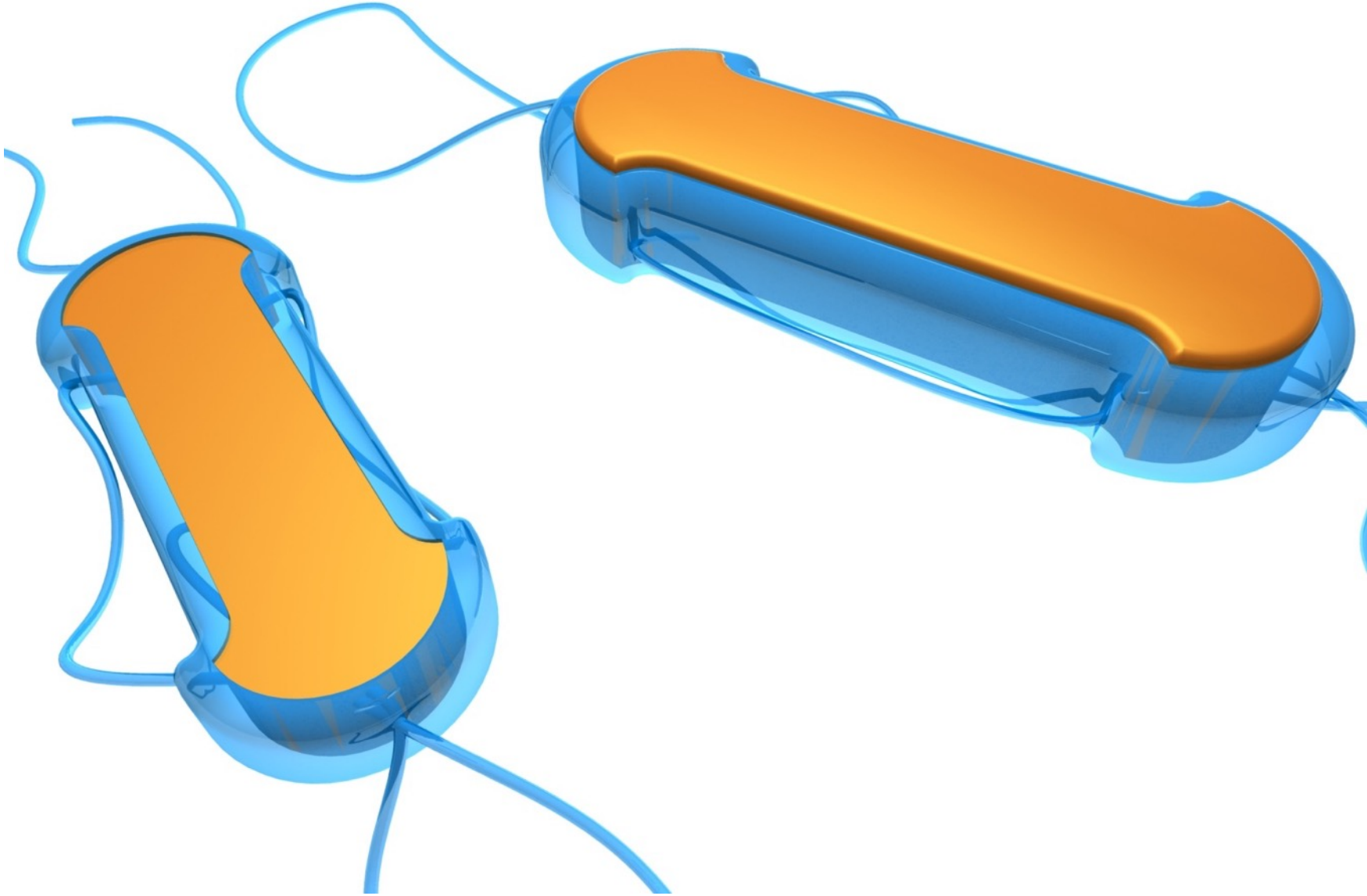


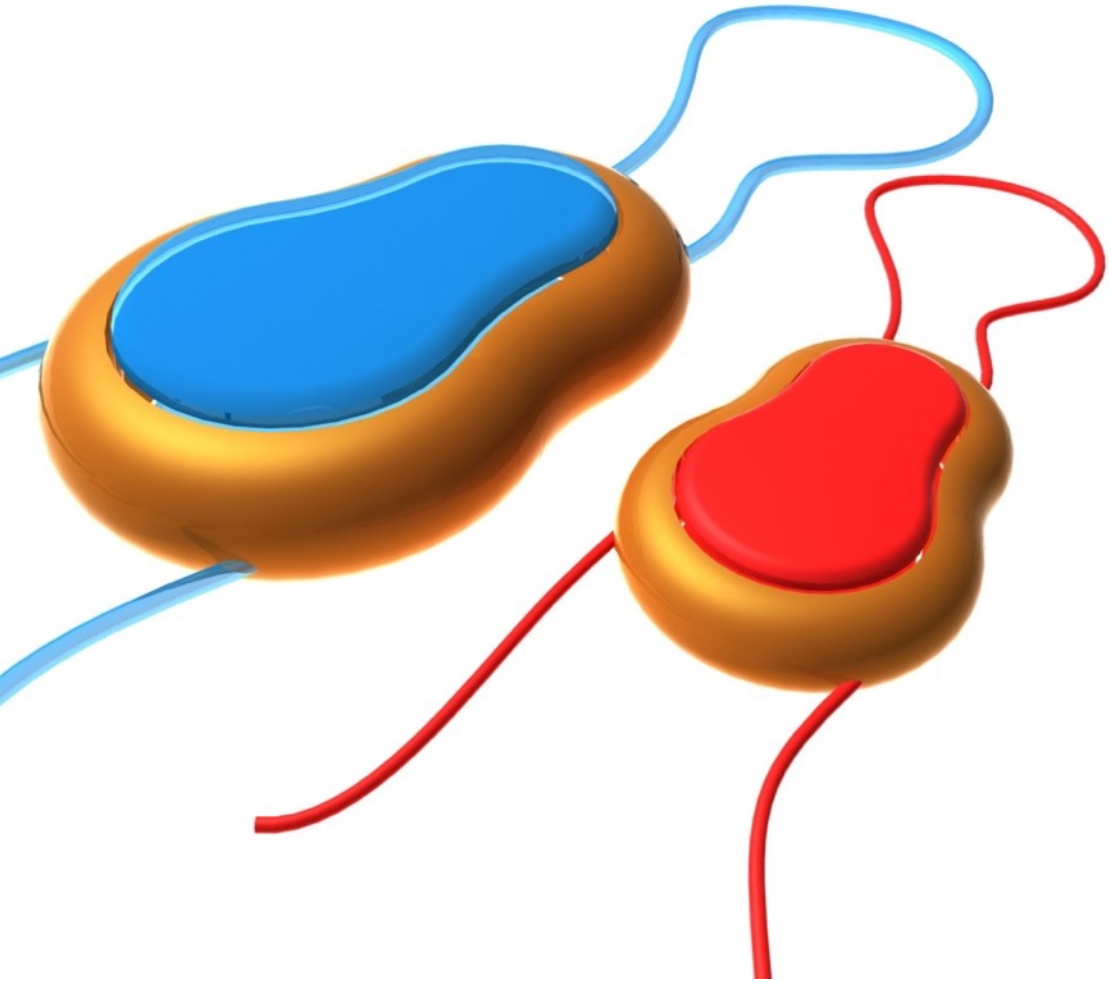


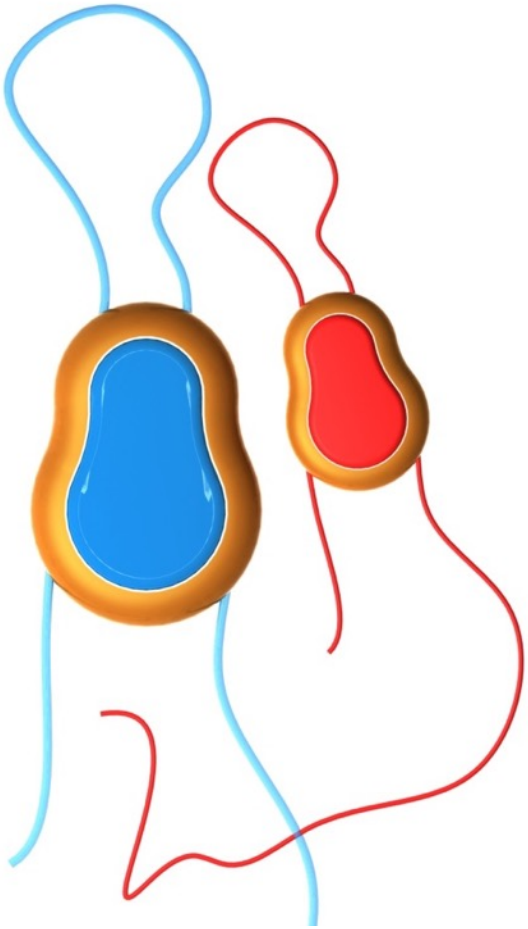












semi-final product and detail

After the presentation meeting on the 22.09.2005, the developers and investors from the PME group gave constructive orientation about the design. With this I was able to develop a more realistic model considering more defined aesthetics and mechanical issues.

Ironically this solution presents aspects from all the initial concepts.

- Buoy, the lively colour, floating shape and incorporated wrist cord.
- Pebble, smooth surfaces, rounded corners and concave areas.
- Turtle, the presents of upper shell and flatter belly areas.
- Faces, appeared during this phase, using the buttons and screws as eyes and mouths.

final product and colour variations

To conclude the creative process I modelled and rendered the final design of both the transmitter and receiver (side by side), to clarify and confirm all the design aspects before progressing the final phase of mechanical development, prototyping and production.

These images were also used for commercial prospecting by the investors, therefore introducing the product to commercial channels prior to the product release.

It was also an opportunity to experiment with colour and to see which combination communicated better the Kiddo brand, concept and technology within.

KIDDO
kidkeeper

KIDDO
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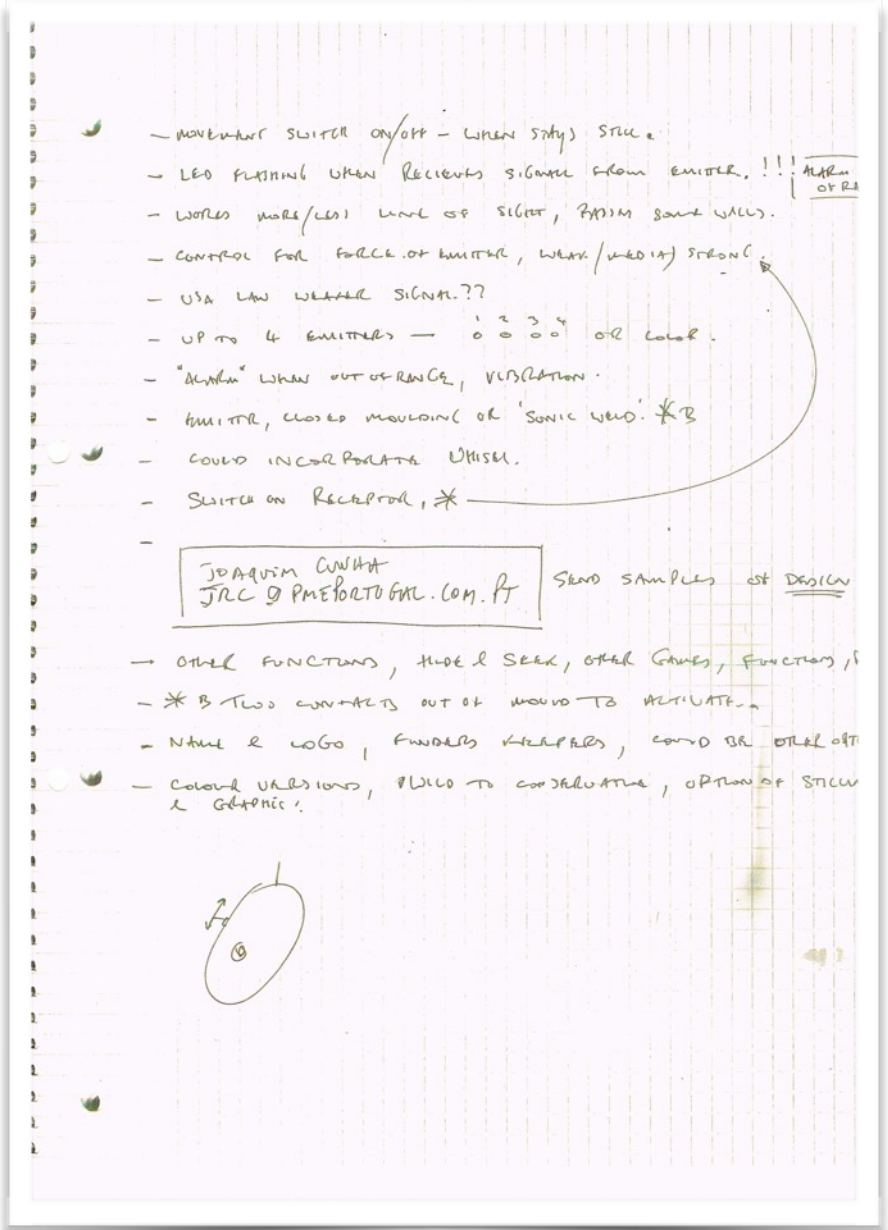
key meetings

and notes

Many meetings, conferences, faxes, emails and telephone conversations were made during this process and these listed below I considered to be key to the good orientation of the work. These communications were made between me (Simpli Design), the developer (EliDev), the investor (PME) and various production partners.

These events started in the summer 2005 and finished in the last months of 2006, almost one and half years (15 months exactly), from the first conversation to the product reaching the market.

- Meeting (my notes), 07.07.2005, initial briefing.
- Meeting (presentation and feedback), 22.09.2005, design presentation.
- Meeting (my notes), 11.11.2005, general input.
- Meeting (my notes), 13.06.2006, Point of sale (POS) material.
- Meeting (general communication), 07.10.2006, Patent application.

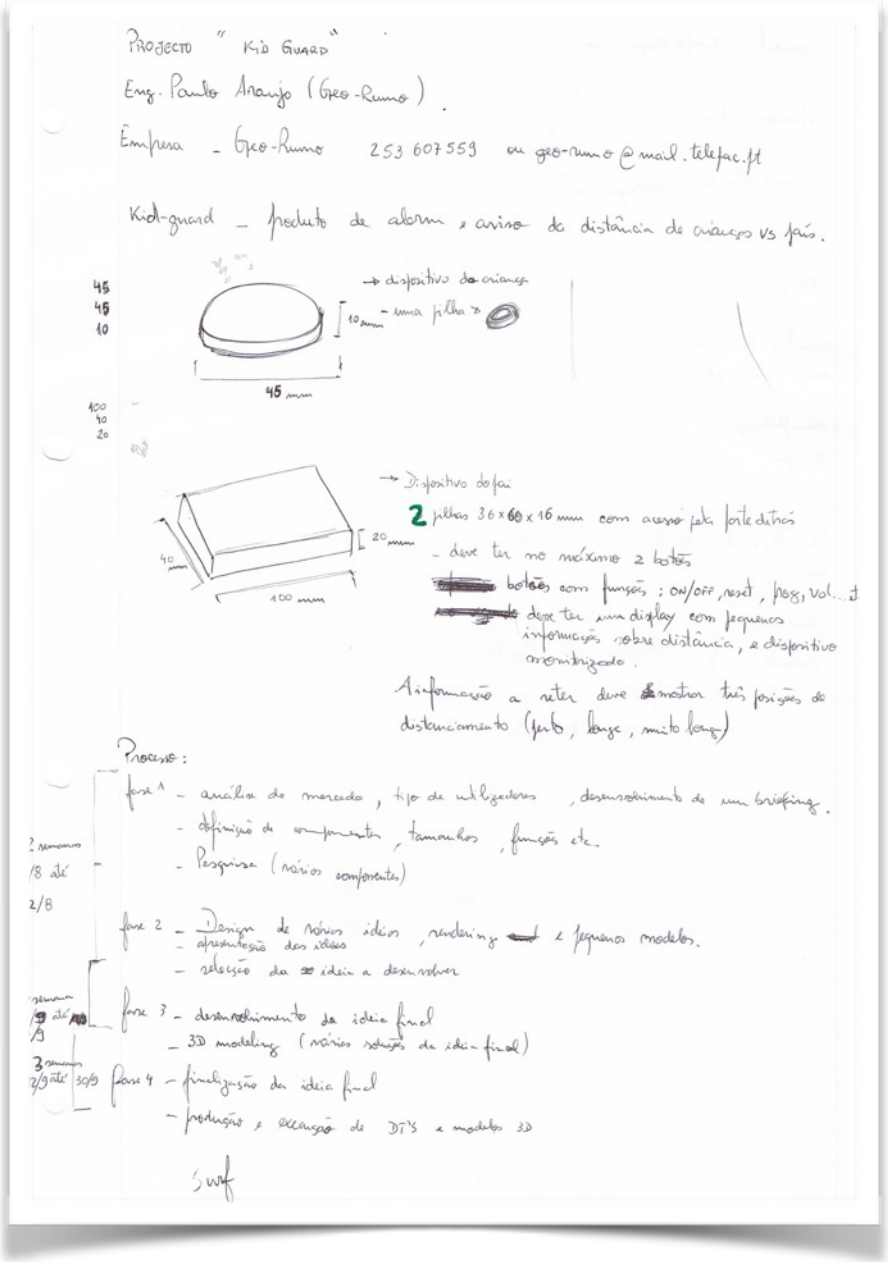


meeting 07.07.2005, initial briefing

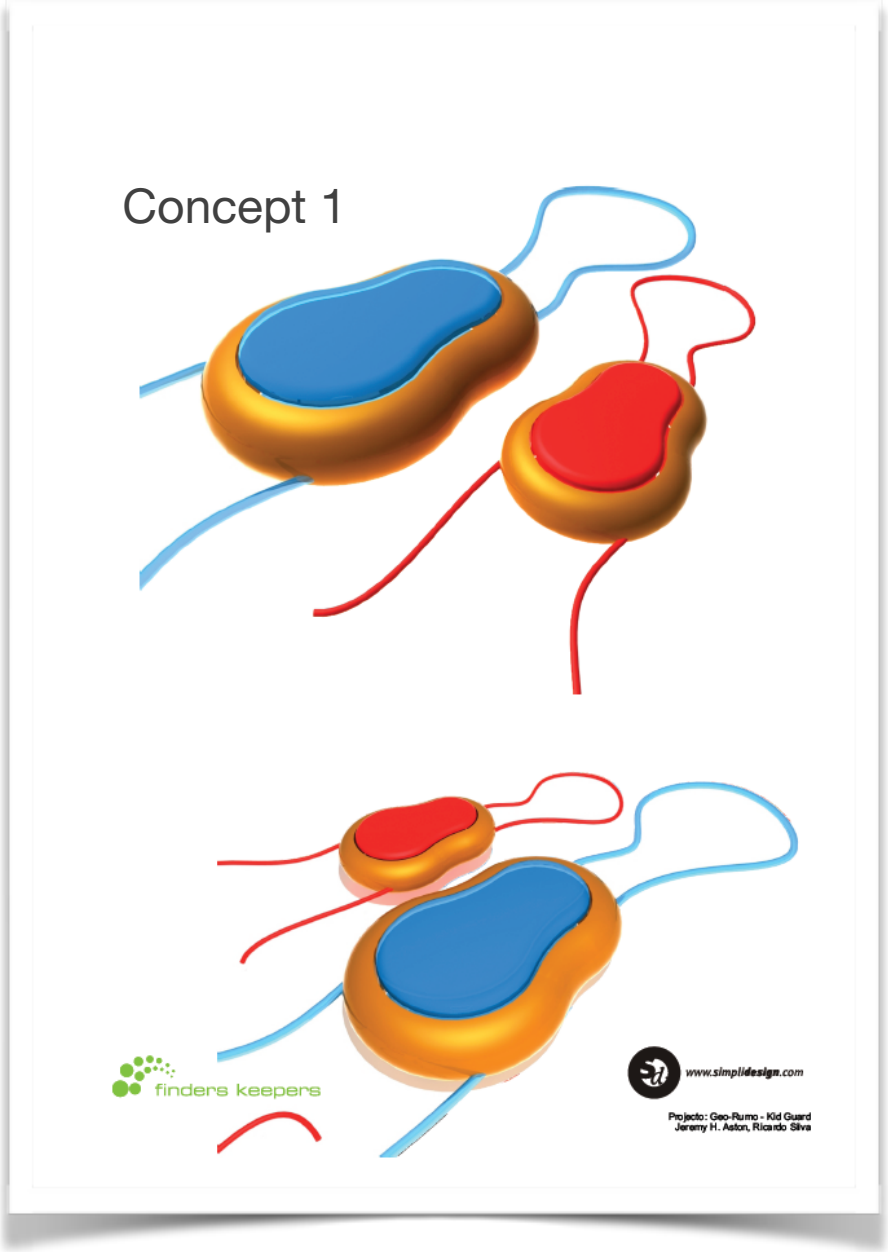
This was my first contact with the client, investors and developers involved in the Kid Guard project. We spent the whole afternoon discussing all the parameters necessary to build a project briefing and information to make an accurate design quotation.

The Kid Guard product should have the following considerations:

- A switch, button or slider to control the on/off.
- Turns off automatically when motionless or after a defined period of time.
- The radio connectivity should be with controlled sensitivity.
- A light emitting diode (LED) would give visual feedback to user. Red (error), green (ok) and flashing green to inform good connectivity between transmitter and receiver.
- The USA has restrictions and laws about RF (radio frequency) invasion (10/20m max).
- The receiver would give an alarm sound when the transmitter is out of range. A vibration could also be incorporated as an additional or alternative method of warning the adult, ideal for shopping environment or loud acoustic areas (wind, music and crowds).
- The transmitter (the child part) could be sonic welded to make the unit dust and splash proof. How could the battery still be changed?
- A whistle could be incorporated into the transmitter. ‘Pros and cons’ about this!
- Other activities could be communicated with the product, not just safety. Hide and seek for example.
- An initial ‘setup’ between the transmitter and receiver would be required for the system to work. Some form of contact (metallic pins) would be needed to exchange data between the two units.
- Name and logo should be developed in parallel to the product design, e.g. FINDERS KEEPERS!
- Colour versions and alternative finishing should be considered. Not too glamorous or ‘toy-like’. Professional, confident and with a touch of fun.



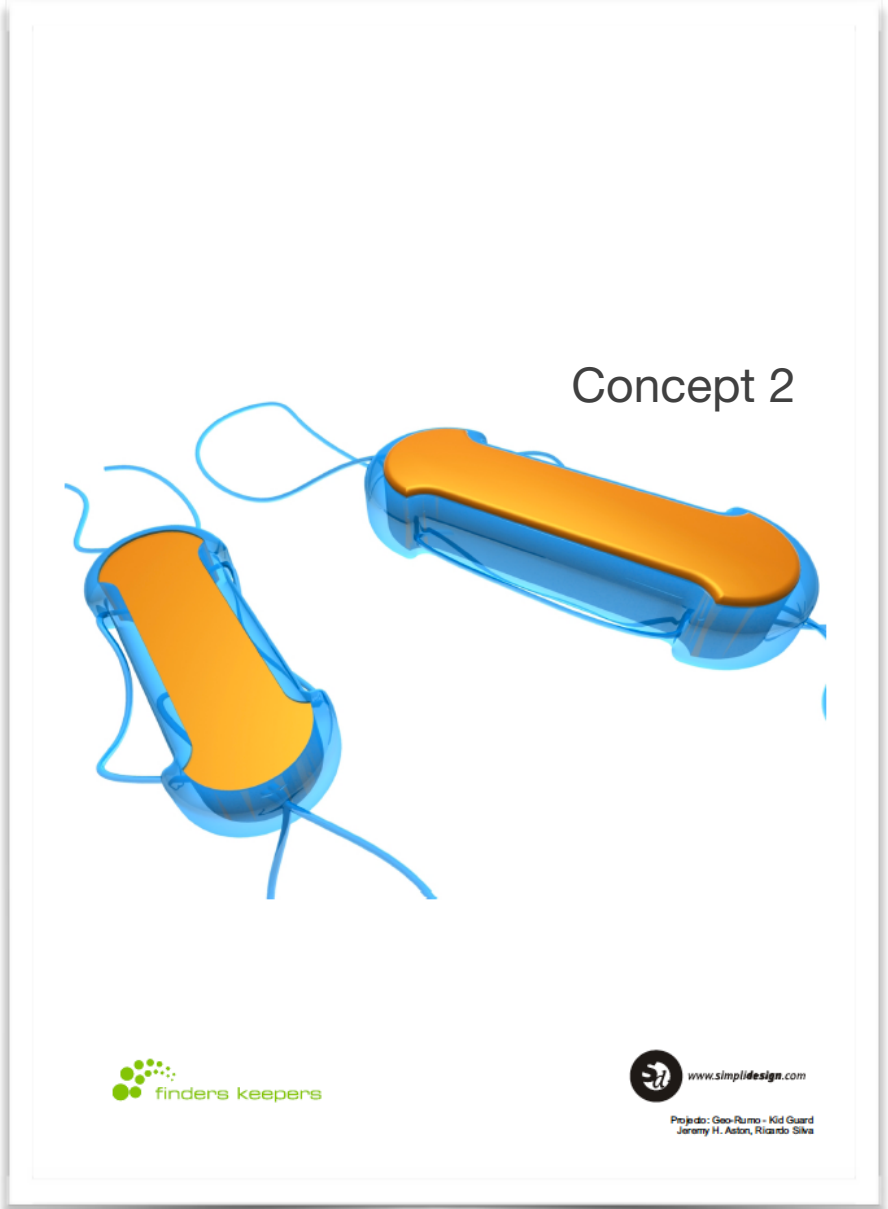
- 'Kid Guard', a proximity alarm to control distances between children and guardian.
- The transmitter (child part) and smaller than the receiver; 45mm x 45 mm x 10mm high, with a small PCB and watch type battery.
- Receiver (adult part), minimum dimensions 100mm x 40mm x 20mm high; With two buttons (at the most) to control all functions, power on/off, volume. The possibility of incorporating a display to show some information, distance (equal to mobile signal) with option of three strengths.
- Phase one; Market analysis, research, develop more defined briefing, functions and 'ease of use'.
- Phase two; Develop concepts and ideas, renderings and small 3D studies. Present to committee and select one concept for design development. Definition of final design. Check compatibility with electronic development with shape and detail before making technical development and final 3D CAD model.



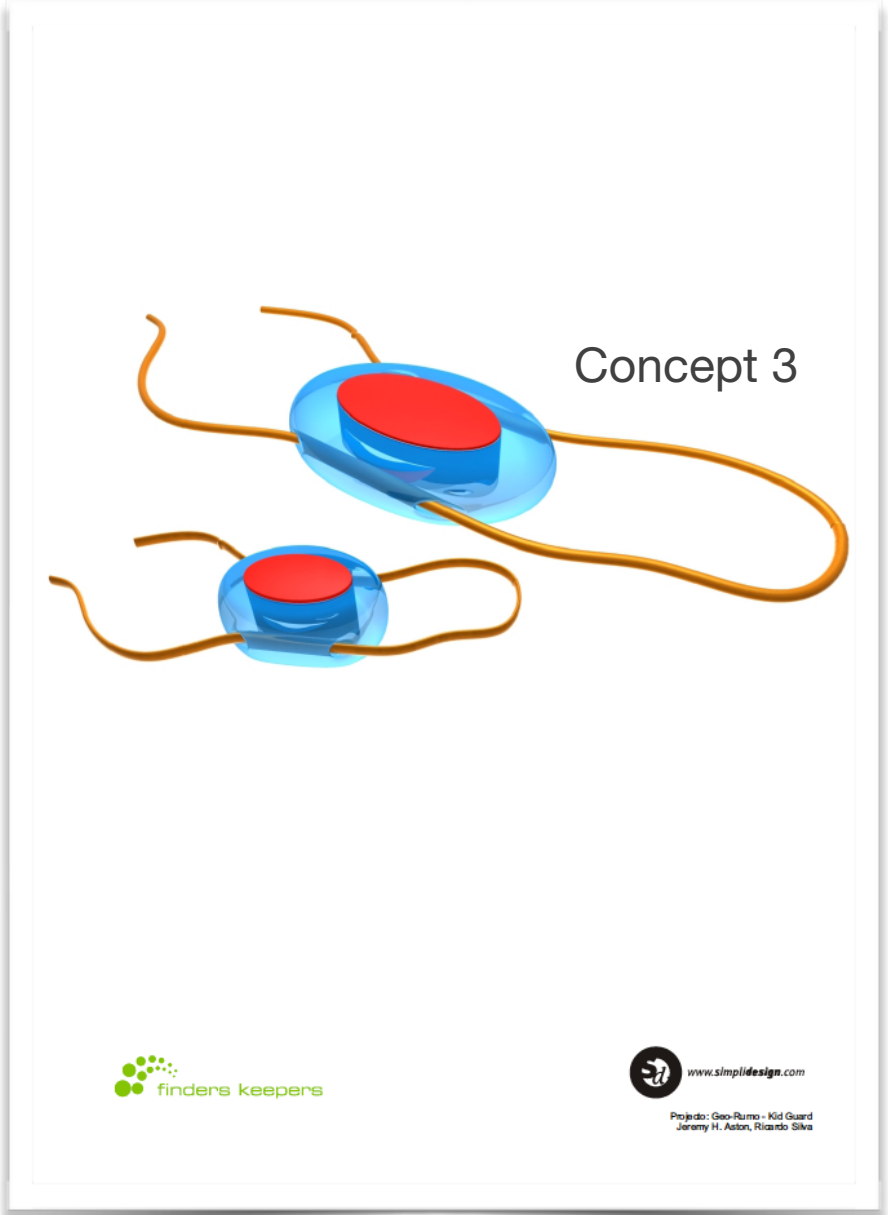
meeting 22.09.2005, design presentation

These were the four 3D design studies (pages 72 to 75) selected and presented to the project investors and developers. At this stage I still had very little technical input from EliDev regarding the electronic components, therefore the designs were more conceptual then anything final. The purpose of these models were to stimulate a reaction from all parties involved and to see where peoples opinions lay regarding the style and shape of the design.

In addition I also presented a few ideas about the name and logo, ‘finders keepers’ together with an icon, symbolising connectivity.


Concept 2
finders keepers
www.simplidesign.com
Projecto: Geo-Rumo - Kid Guard
Jeremy H. Aston, Ricardo Silva

finders keepers
www.simplidesign.com
Projecto: Geo-Rumo - Kid Guard
Jeremy H. Aston, Ricardo Silva


Concept 3
finders keepers
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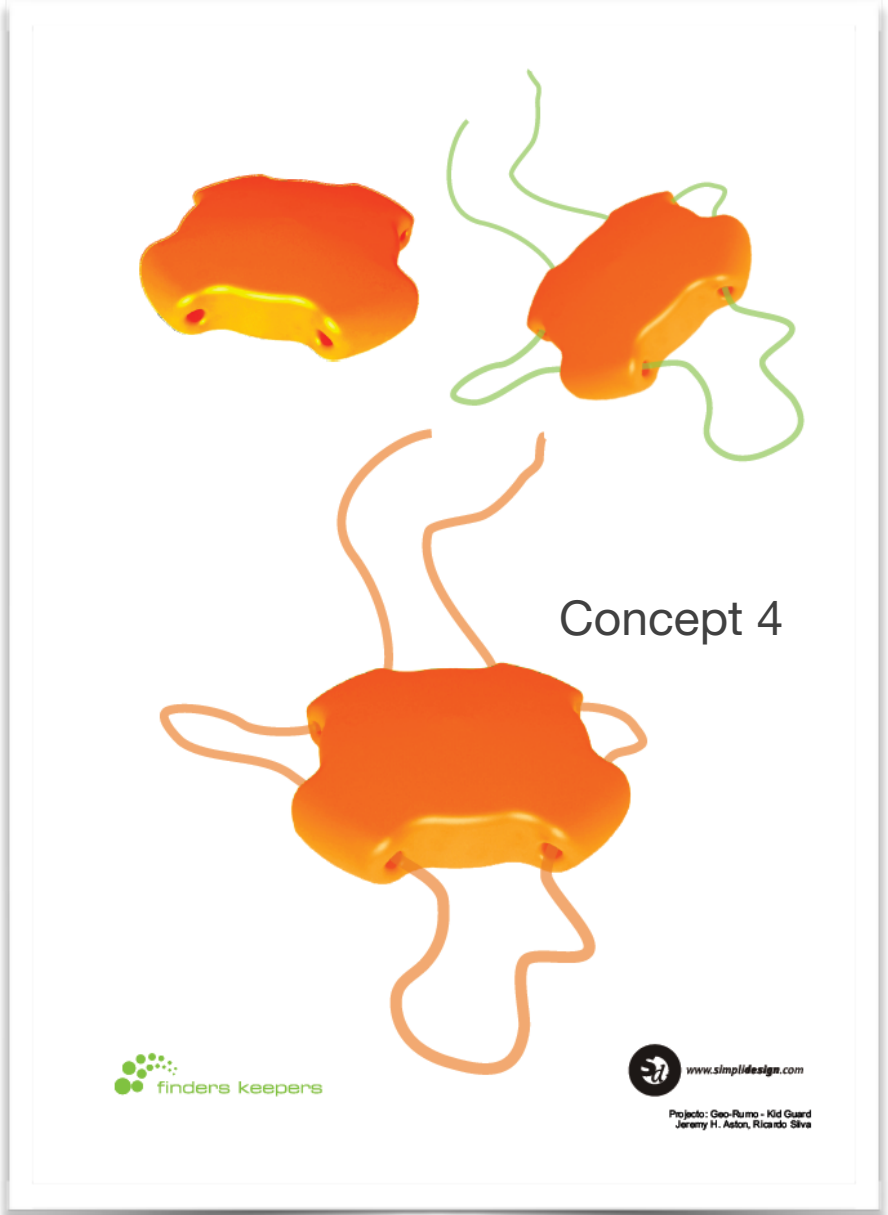
Projecto: Geo-Rumo - Kid Guard
Jeremy H. Aston, Ricardo Silva


Concept 4
finders keepers
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finders keepers

finders keepers

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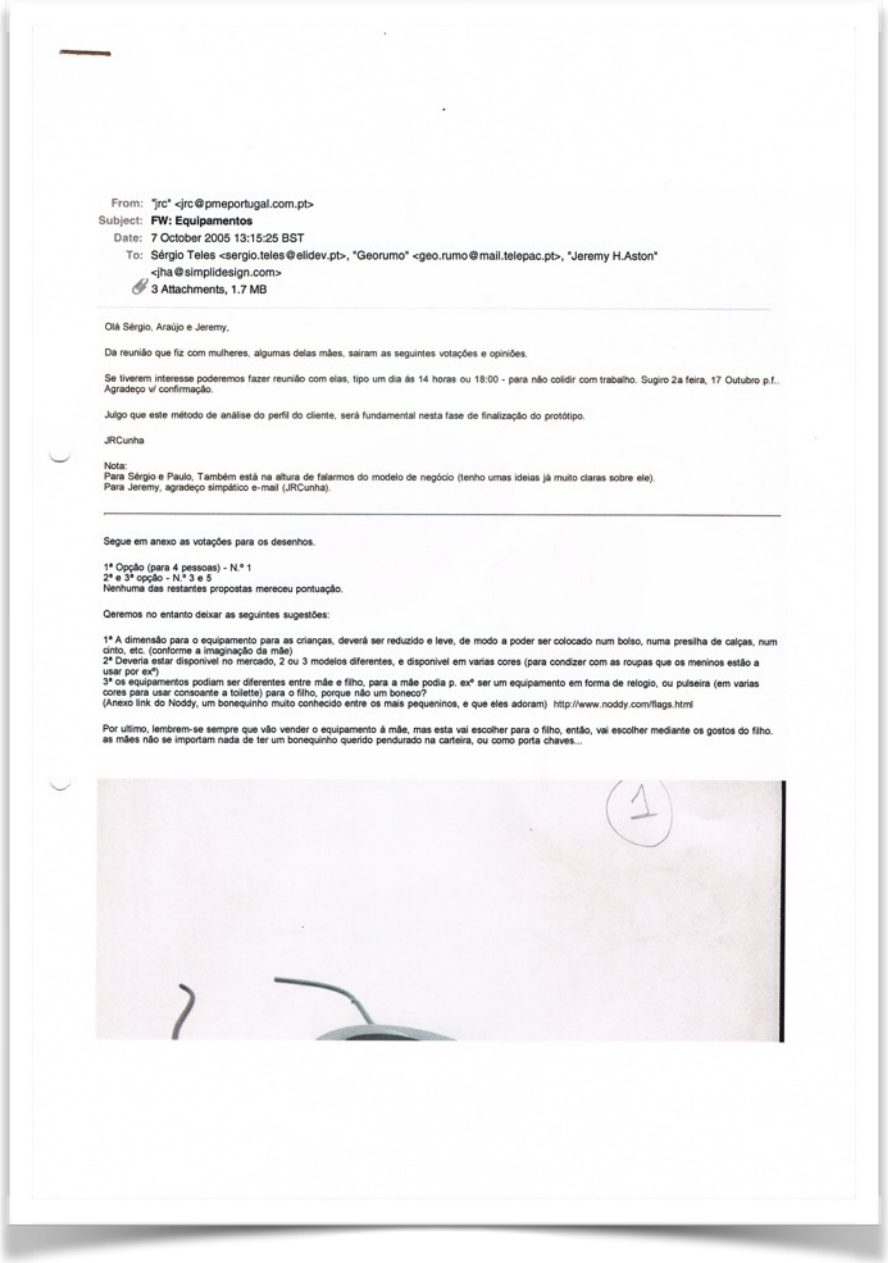


From: "jrc" <jrc@pmeportugal.com.pt>
Subject: **FW: Equipamentos**
Date: 7 October 2005 13:15:25 BST
To: Sérgio Teles <sergio.teles@elidev.pt>, "Georumo" <geo.rumo@mail.telepac.pt>, "Jeremy H.Aston" <jha@simplidesign.com>
3 Attachments, 1.7 MB

Olá Sérgio, Araújo e Jeremy,

Da reunião que fiz com mulheres, algumas delas mães, sairam as seguintes votações e opiniões.

Se tiverem interesse poderemos fazer reunião com elas, tipo um dia às 14 horas ou 18:00 - para não colidir com trabalho. Sugiro 2a feira, 17 Outubro p.f.. Agradeço v/ confirmação.

Julgo que este método de análise do perfil do cliente, será fundamental nesta fase de finalização do protótipo.

JRCunha

Nota:
Para Sérgio e Paulo, Também está na altura de falarmos do modelo de negócio (tenho umas ideias já muito claras sobre ele).
Para Jeremy, agradeço simpático e-mail (JRCunha).

Segue em anexo as votações para os desenhos.

1ª Opção (para 4 pessoas) - N.º 1
2ª e 3ª opção - N.º 3 e 5
Nenhuma das restantes propostas mereceu pontuação.

Qeremos no entanto deixar as seguintes sugestões:

1ª A dimensão para o equipamento para as crianças, deverá ser reduzido e leve, de modo a poder ser colocado num bolso, numa presilha de calças, num cinto, etc. (conforme a imaginação da mãe)
2ª Deveria estar disponivel no mercado, 2 ou 3 modelos diferentes, e disponivel em varias cores (para condizer com as roupas que os meninos estão a usar por exº)
3ª os equipamentos podiam ser diferentes entre mãe e filho, para a mãe podia p. exº ser um equipamento em forma de relogio, ou pulseira (em varias cores para usar consoante a toilette) para o filho, porque não um boneco?
(Anexo link do Noddy, um bonequinho muito conhecido entre os mais pequeninos, e que eles adoram) http://www.noddy.com/flags.html

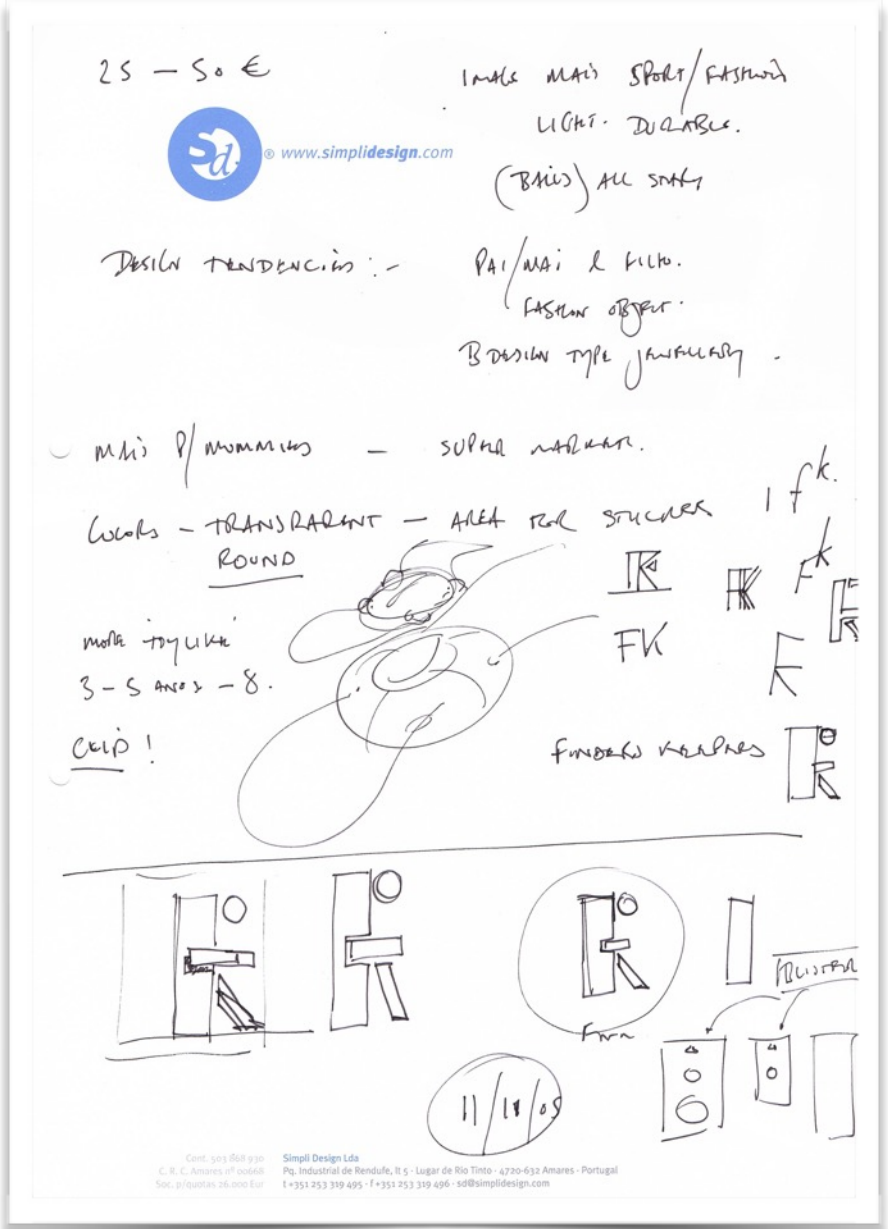
Por ultimo, lembrem-se sempre que vão vender o equipamento á mãe, mas esta vai escolher para o filho, então, vai escolher mediante os gostos do filho. as mães não se importam nada de ter um bonequinho querido pendurado na carteira, ou como porta chaves...

1

meeting 22.09.2005, feed back

Joaquim Cunha, the President of PME Portugal, organised and presentation of the design material to a female group, most of which were mothers. The results were quite interesting and very clear regarding the orientation of the design (concept 1).

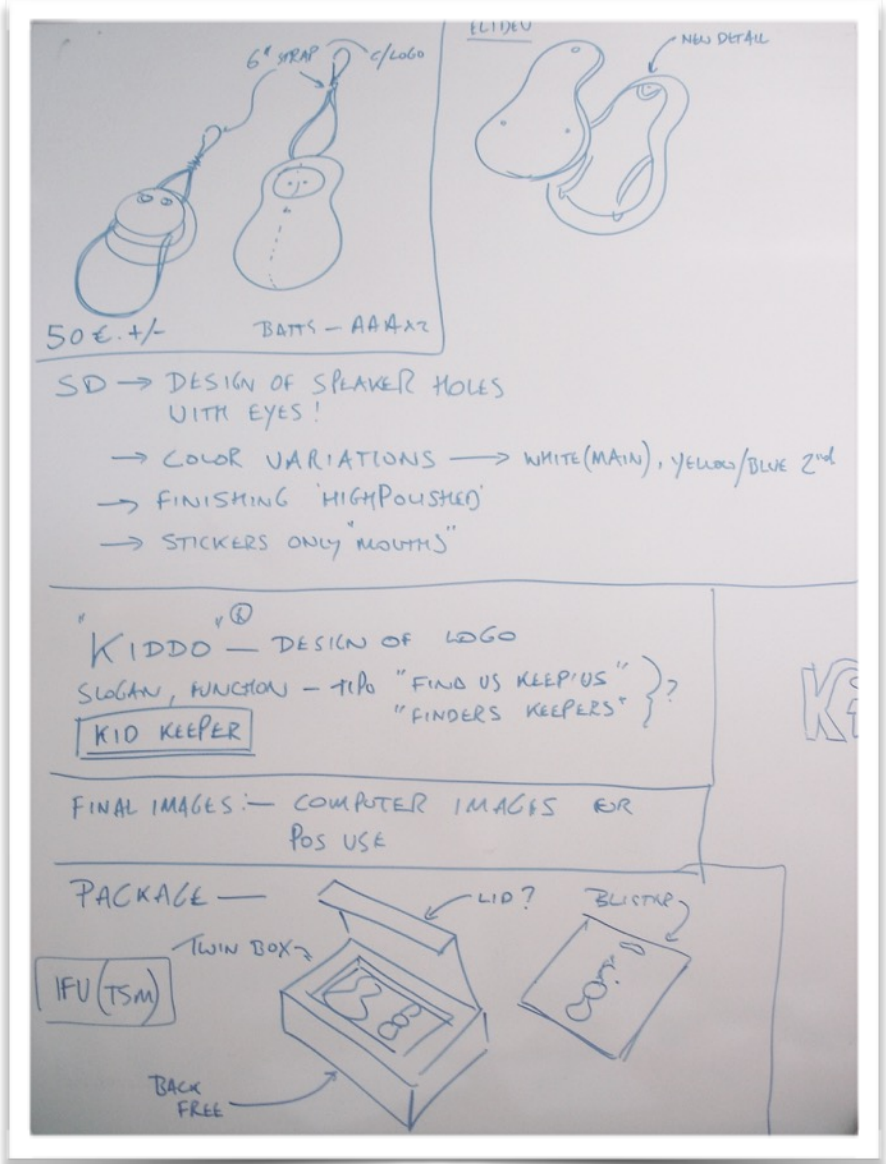
- 1st place to concept 1, 2nd place to concept 2. Concepts 3 and 4 were not selected.
- The transmitter should be smaller and lighter.
- Easily fixed to the child by the mother, on cloths, belts or pockets.
- Colour variations considered important … choice.
- The transmitter and receiver did not need to be scaled versions of each other.
- Kid Guard would be an adult purchase (usually by the mother) with some influence from the child.
- More character needed to be incorporated into the design, hence the reference to ‘Noddy’.



meeting 11.11.2005, general input

These were some general topics discussed in November 2005. Some of these inputs were not directly related to the product design of the Kid Guard, but more about the brand name, marketing angles and tendencies.

- It was initially mentioned that the recommended retail price (RRP) would be between 25 to 50 Euro.
- To incorporate the feeling of ‘activity’, sports, play and fashion.
- The POS material should be aimed more towards the mother.
- Use more neutral and transparent materials in the design.
- The transmitter could be more ´toy-like’. Aimed at 3 to 5 (max 8) year olds.
- Stickers could customise the exterior design.
- The Kid Guard name and logo had to be developed.
- Packaging had to be developed to protect and display the finished Kid Guard product.



meeting 13.06.2006, POS material

The project took a break for almost 6 months while the project investors released funds to purchase the first 20 thousand units from China and all the tools to make them. More than half a million Euros was needed to make this order.

Some running changes were made to the design just before it went into production.

- 50 Euro was confirmed as the RRP.
- A 6 inch strap with kiddo logo.
- The receiver unit needed additional groove in the top rear, behind the battery cover to accommodate optional wrist strap fixing.
- The pin holes would become the 'eyes' of the receiver unit.
- White or light grey would be the main body colour, combined with blue or yellow!
- High polished finishing for all plastic components.
- Kiddo was registered. Agreed Kid Keeper as slogan.
- Packaging box, blister style with card POS frame.
- Additional packaging for transmitter, when sold separately.

From: Sérgio Teles <sergio.teles@elidev.pt>
Subject: **RE: Kiddo Meeting (last wk)**
Date: 21 June 2006 15:39:08 BST
To: "'Jeremy H. Aston'" <jha@simplidesign.com>, "'Antonio Ferreira'" <antonio.ferreira@elidev.pt>
Cc: "'paulo.araujo'" <geo.rumo@mail.telepac.pt>, "'jrc'" <jrc@pmeportugal.com.pt>

Hi Jez:

You got it all.

Kind regards
Sérgio Teles

-----Original Message-----
From: Jeremy H. Aston [mailto:jha@simplidesign.com]
Sent: 21 June 2006 14:29
To: Antonio Ferreira; Sérgio Teles
Cc: paulo.araujo; jrc
Subject: Kiddo Meeting (last wk)

Dear Sergio
just to review from our meeting last week (13.06.06) many points raised and I want to be clear.

- We are aiming RRP for about 50Eur (previously 100Eur) for the pair 1xkid and 1xreceiver. The kid part (when sold separately) will be about 20Eur, I would expect.
- Reduce the size of the cord to about a 30/40cm loop, not big enough for a child or baby's head to fit though, more hand-strap style. Maintain cords thickness (4mm), include trouser clip and printed logos.
We had a meeting this morning with a producer of straps (from Barcelos), he has every strap you can imagine (even kinky style), cheap, and will come with a sample and cost this Friday.
- To accommodate the new cord size the kid part will have no changes. The receiver at the moment is middle to top heavy, and with the existing cord channels (left and right) tilts forward (though less now with the lighter AAA batteries). To overcome this we suggest a third channel positioned in the top of the unit, 'U' shaped (new design submitted soon), around the battery lid screw fixing. In this case the shorter cord can be for both units and a longer one sold separately.
- Batteries will change from 2xAA to 2xAAA, making the receiver considerably lighter.
- On the receiver the front button (the smile) is no longer needed, apparently causes more problems than solutions...technically.
- The speaker holes will be moved from the 'eyebrow' position into a more central 'eye' position, emitting better sound for the alarm (new design submitted soon).
- The color was suggested to change, we are now trying white with blue (replacing grey and yellow retrospectively), but will experiment a few combinations for a 'hall testing'.
- Now recommend a high polished finishing, more value, a little like the new ipod, etc.
- The 'sticker' idea still remains, just with alternative mouths and smiles (no eyes).
- The name is final 'Kiddo', together with the phase 'kidkeeper'. We are working on the logo to present next week, would suggest a professional availability check for Eu and US to make certain.
- We will produce photo realistic images of the final product to use on pos material and packaging (showing the final color combination and logos).
- The packaging will be a presentation box for the pair (kid and receiver together), lid with graphical objectives, opens to reveal the two parts behind plastic windows. A sticker mouth will be stuck to this part above the products simulating a possible mouth application (more sticker within the box). The rear side will remain free for technical communication about the product. A more simple 'blister' style packaging for the kid part when sold separately.

meeting 13.06.2006, info check

I created an email and circulated it to all involved in order to check the actions we all needed to take resulting from this meeting.

meeting 07.10.2006, patent application

I was asked to make and supply images and descriptive text in order to apply for a design patent. This was done both nationally and internationally, so the text was supplied in both Portuguese and English.

The registration of the brand and industrial property was completed in 2006.
The patent was delayed due to CE approval and was concluded in 2007.

From: "paulo.araujo" <geral@georumo.pt>
Subject: **FW: Pat. text and images.**
Date: **27 October 2006 08:40:57 BST**
To: **"J.E. Dias Costa, Lda." <diascosta@jediascosta.pt>**
Cc: **"jrc" <jrc@pmeportugal.com.pt>, "Jeremy Hugh Aston" <jha@simplidesign.com>, "Sergio Teles" <sergio@aae.co.th>**
0 Attachments, 330 KB

Estimada Sr.ª Dr.ª Isabel Franco:

Junto envio fotos e texto pedidas.

Hoje irei reunir com sr dr Joaquim Cunha para decidir se patenteamos as duas peças ou apenas uma.

Cordiais Cumprimentos

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Fax: + 351 252 688172
Email: geo.rumo@mail.telepac.pt
Skype: paulomartinsaraujo
Rua de Santo André de Cima 446 - 4495-040 Aguçadoura
Portugal

De: Jeremy Hugh Aston [mailto:jha@simplidesign.com]
Enviada: quinta-feira, 26 de Outubro de 2006 18:46
Para: paulo.araujo
Cc: jrc; Sérgio Teles
Assunto: Pat. text and images.

English
- The design works together in two parts, the parent unit (Receiver) and child unit (Emitter).
- The Receiver is the larger (120x80x20mm) with a cartoon body shape, like a figure '8', head and torso.
- The Emitter is smaller (60diax20mm) shaped as a round fat disc, like a head or face.
- Both parts have good shock resistance , strong component fixing and anti-child tampering. In addition the Emitter part is water-proof up to 3m.
- To emphasize the human character of the design, both parts have the impression of 'eyes' (holes or screws), limbs (waist cord) and a choice of cartoon mouth stickers.
- The activation between the two parts has the analogy of child and womb, placing the Emitter within a concave area of the Receiver part. There is no physical connection, socket or switch, the union is a magnetic activation and the action more of a gesture.
- Colors Green and grey apply to both parts, conservative enough to project confidence to the consumer, with a hint of 'play-fullness' to attract the curiosity of a child.

Português
O produto é constituído por duas unidades, a unidade para os "pais" (receptor) e a outra para as "crianças" (emissor).
O receptor é a unidade maior (105mmx75mmx20mm) tem a forma de um 8, tal como um desenho animado.
O emissor mais pequeno (50mmx20mm), tem a forma de um disco.
Ambas as partes têm boa resistência ao choque com fixações sólidas resistentes ao temperamento de qualquer criança.
A unidade para criança (Emissor) é à prova de água até 3 metros de profundidade.
Para humanizar o produto, definiu-se que as fixações (parafusos e orifícios) caracterizam-se por representar os olhos, o cordão os membros e as bocas são diversas ilustrações em autocolantes permitindo alterá-las posteriormente.
A activação do emissor é realizada através da colocação deste sobre o receptor, não existindo qualquer conexão física entre eles, sendo apenas uma activação magnética.
As cores verdes e cinzentas são aplicadas em ambas as unidades transmitindo ao consumidor (pais) confiança, mas também apela à atenção e curiosidade das crianças.

prototype

This was a working prototype to test all aspects of the Kiddo design including the components, fixing, electrical hardware and software.

All surface and volume development was made by me and together with Albert Araujo from EliDev (a former mechanical engineer from Grundig International), was contracted to assist in the mechanical aspects of the design.

I produced 3D IGS files which were imported into a engineering software called Pro Engineer and the internal mechanical treatment was fully specified to accommodate all electronic components and the methods of rapid prototyping.

The prototype was made in INEGI (Porto), who received the files as separate components in .STL format, an extension required by Stereo Lithography. This rapid prototyping technology (also known as SLA or SL) is an optical process with resin that solidifies when it builds. The components (without finishing) took 24hrs to produce and cost just less than 500 Euro.

I personally finished the components in my workshop, making the surfaces smooth, painting and adding the graphical and accessory elements.

I also assisted the installation of the electronic components at EliDev together with Sergio Teles … and slowly the product came to life.

This prototype was amazingly useful for many reasons. It allowed me, the developers and investors to test almost every aspect of the design.

A report was made concluding this procedure and sent to all involved in the process.

- The user interface had to be simplified, therefore the ‘smile’ button was removed.
- The initial setup between the two elements (receiver and transmitter) would be electronic without contact, only with proximity.
- The cords for both receiver and transmitter could not exceed 20cm in total due to European safety laws preventing child strangulation.
- Remove Smart Target logo and use only Kiddo.
- Face designs were only to develop mouths with expression (no eyes).
- The holes for the alarm sound to exit the plastic casing on the receiver could be reduced to two pin-holes, therefore becoming the eyes of the units design.
- The LED was still necessary to give visual feedback on the products status.
- The Battery size could be reduced from 2xAA 1.5v, to 2xAAA 1.5v. The power would be the same, only a little cheaper and 30% less battery life.
- It was agreed that water-proofing (in relation to cost) would be complicated for the receiver part of Kiddo (Adult). However, the transmitter (the child part) could be splash proof but not submerged under water.
- The sprung clip on the wrist cord would change to a ‘G’ clip, either in metal or plastic.

SMART
TARGET

SMART TARGET
SMART TARGET

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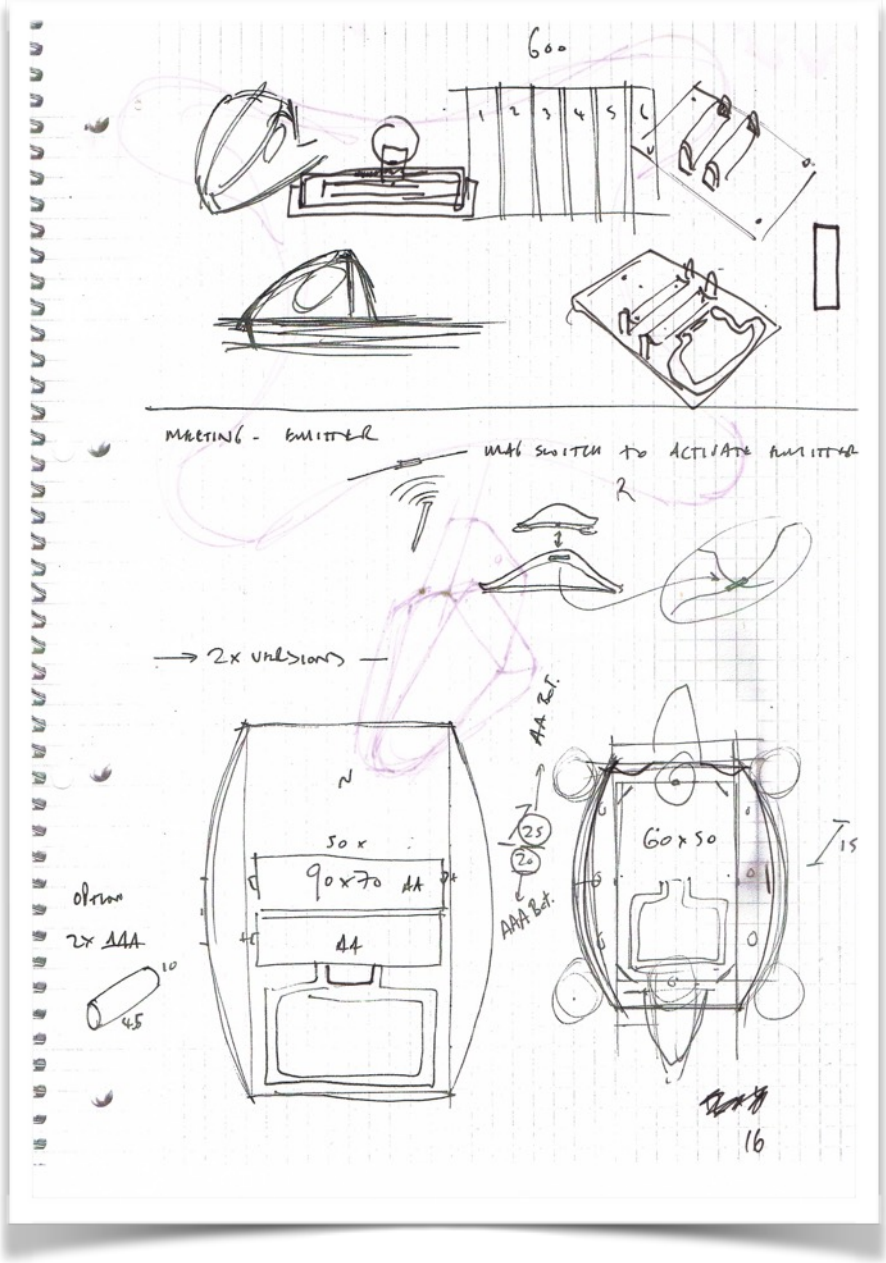
TARGET

SMART
TARGET



technical

Part of my industrial design process was to address technical issues throughout the project.

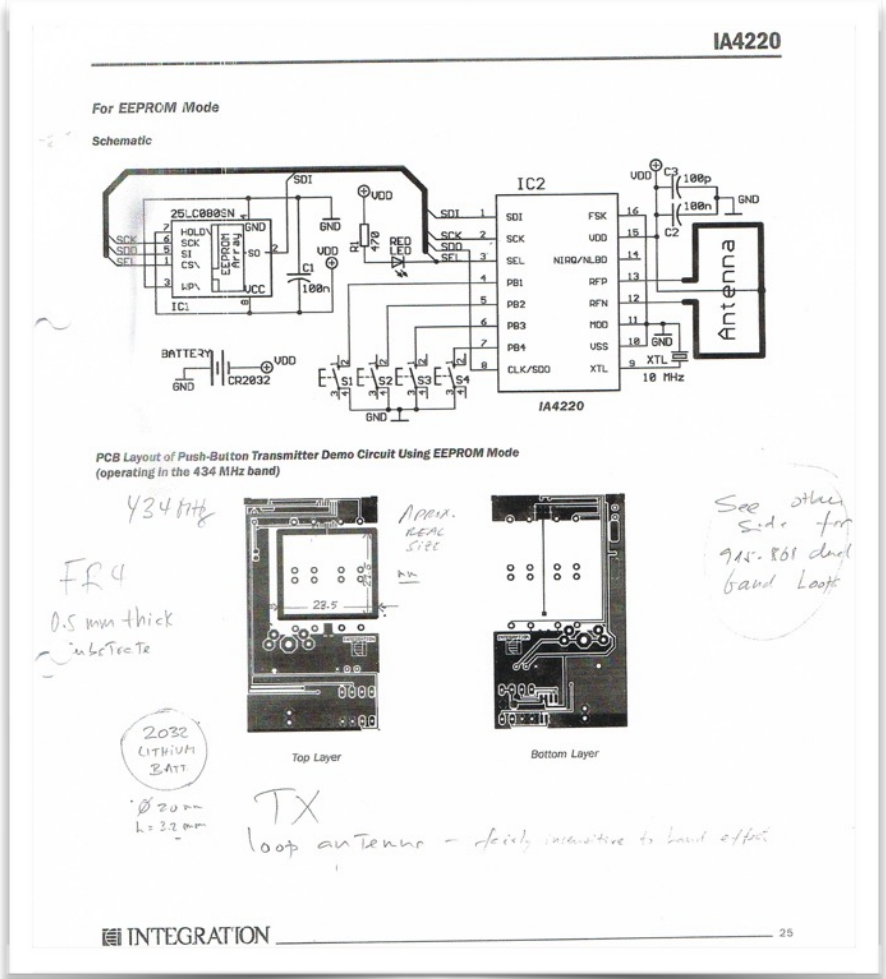
Initially the technical consideration was quite light and the design process fairly free from both mechanical and electrical input. However, even with the little information I received from our engineering partners, I still had to assume mechanical feasibility when developing the shape of the design.

Midway through the project, whilst defining the final shape for prototyping, I consulted with specialist in electronic and mechanical engineering to realise the final 3D construction and to confirm the compatibility with the proposed production methods.

Finally, during the production phase I was available for consultation regarding aspects of the design that concerned me, about the finishing of the plastic components and surface treatment.

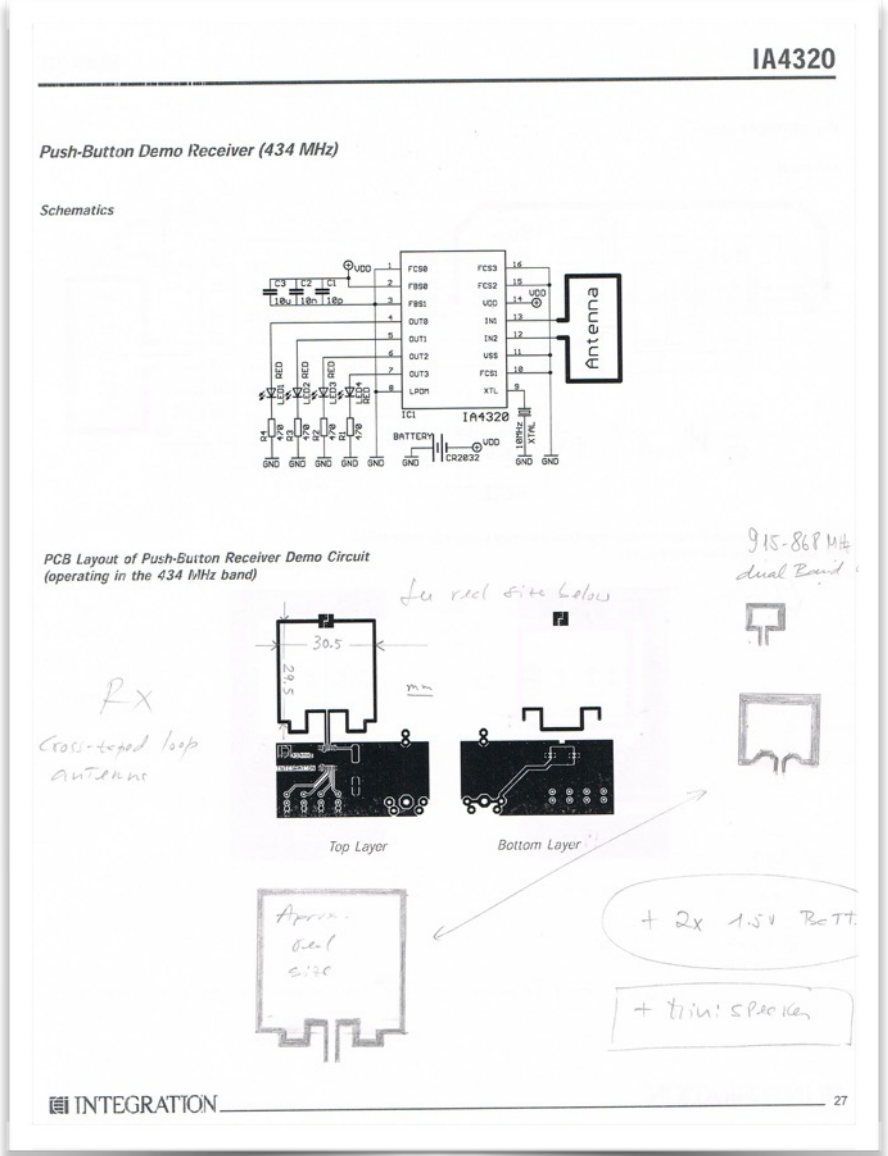
Steps of my technical involvement:
- Electronic components (PCBs).
- Electronic architecture.
- CAD modelling.
- Technical drawing.
- Make-up sheets.
- First off-tool.

electronic components (pcbs)



I received the first technical information from EliDev during the sketchbook phase of the design process, with details about how the electronics might work.

This was the electronic concept for the transmitter unit.



IA4320

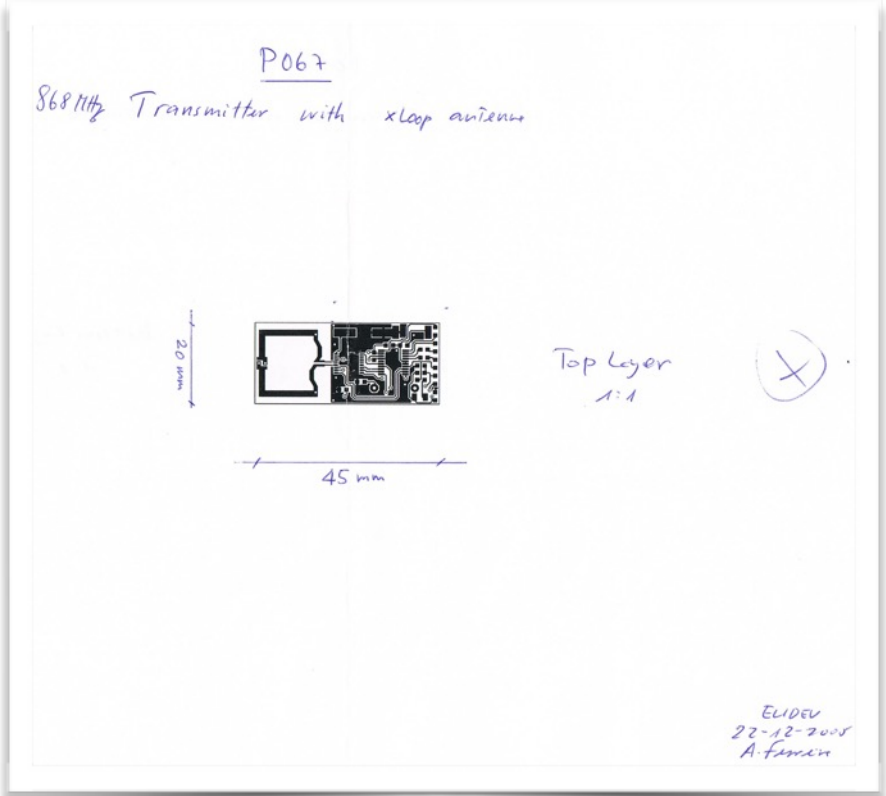
Push-Button Demo Receiver (434 MHz)

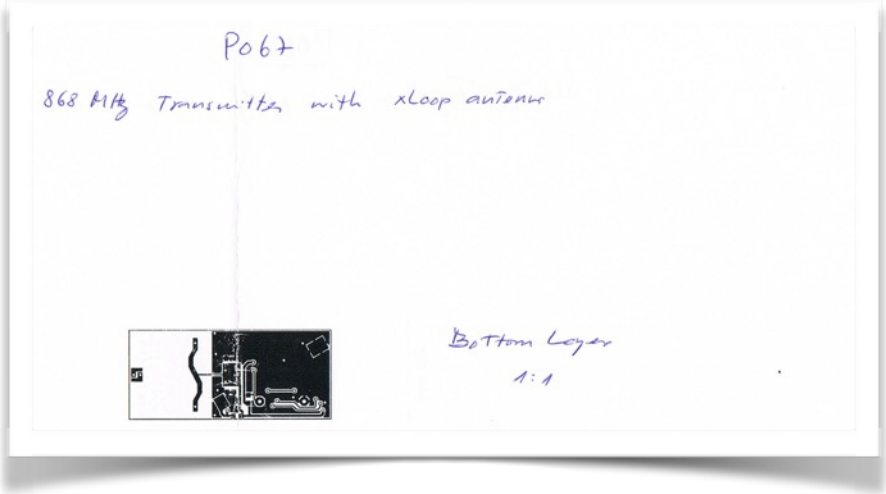
Schematics

PCB Layout of Push-Button Receiver Demo Circuit (operating in the 434 MHz band)

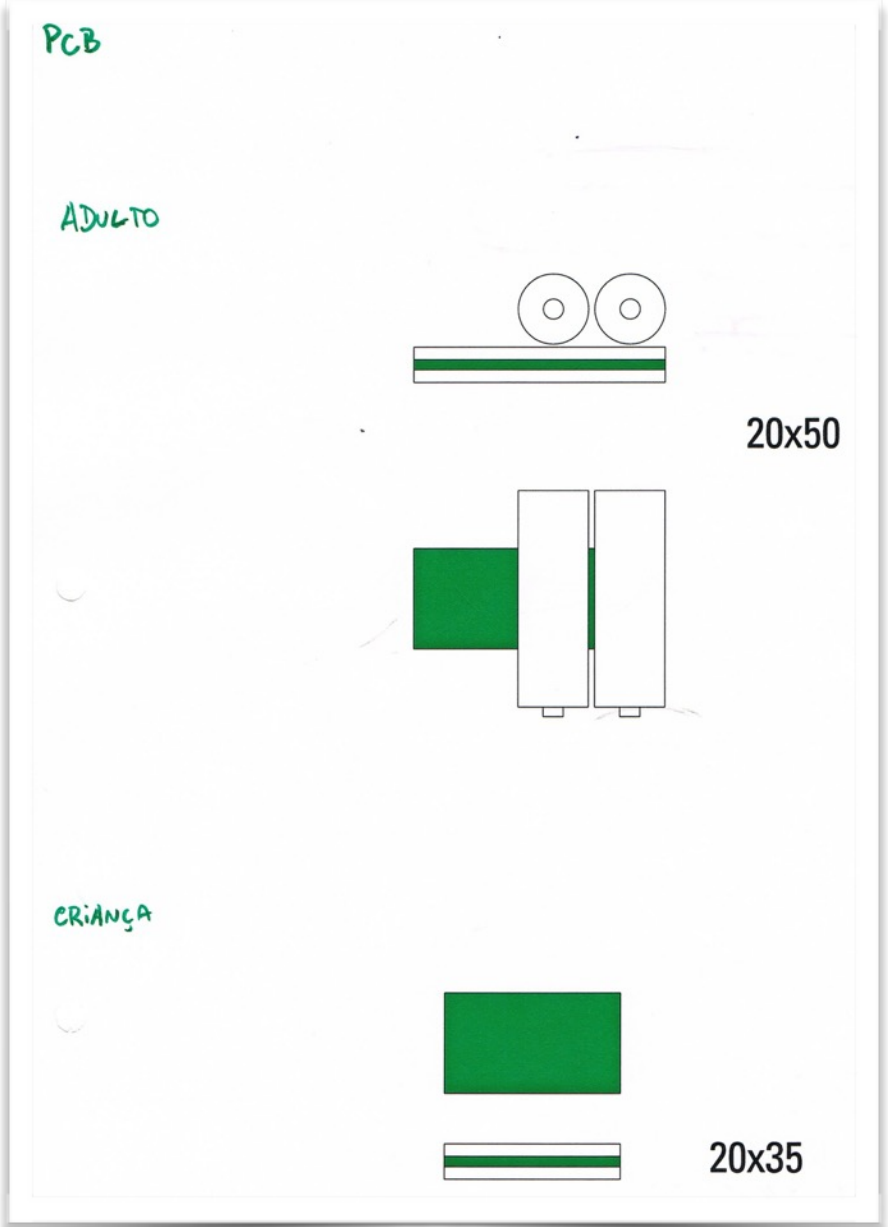
INTEGRATION 27

This was the electronic concept for the receiver unit.





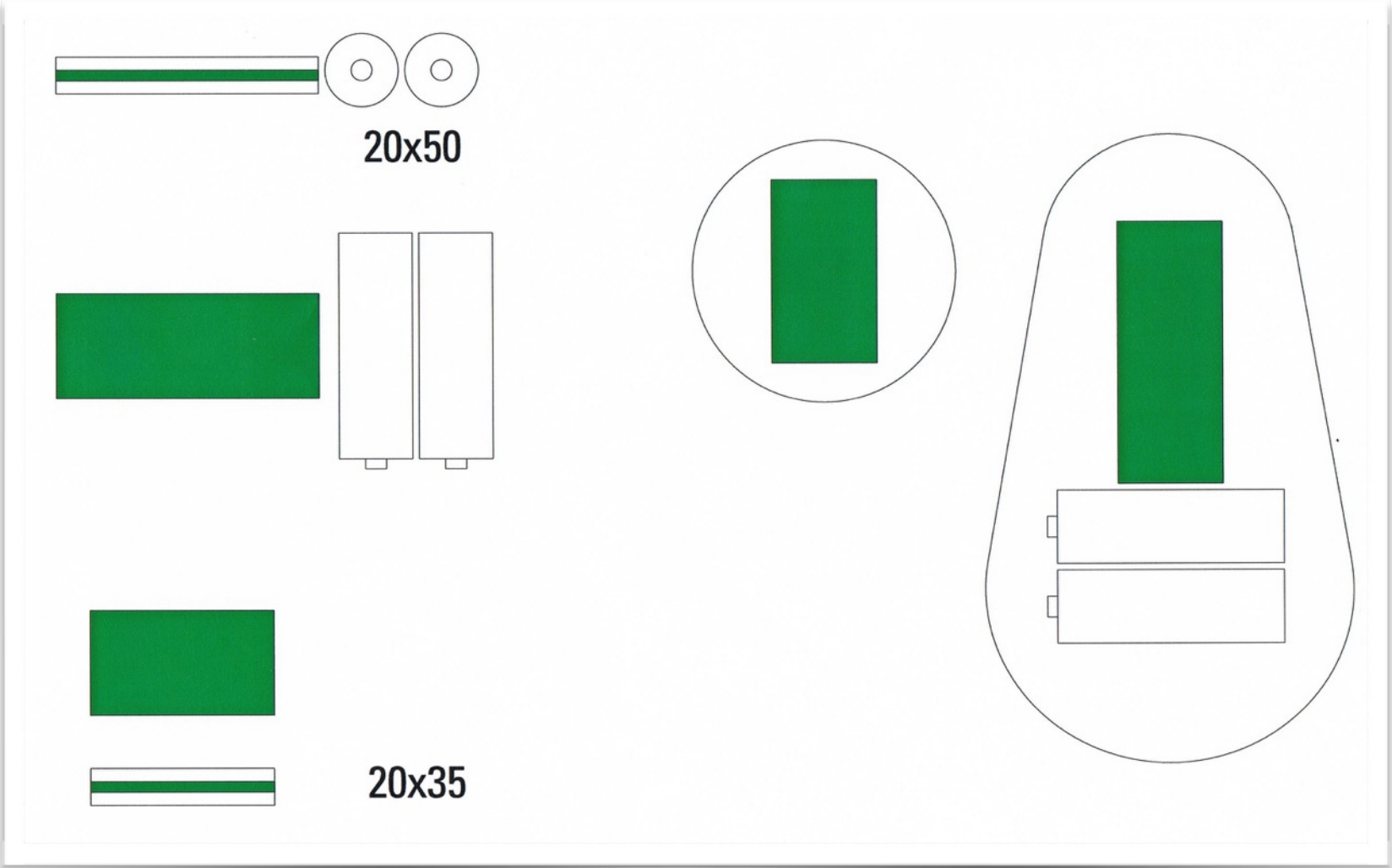
Several electronic prototypes were made and tested, with the objective to reduce the size to a minimum and evaluate the signal sensitivity in relation to the receiver.

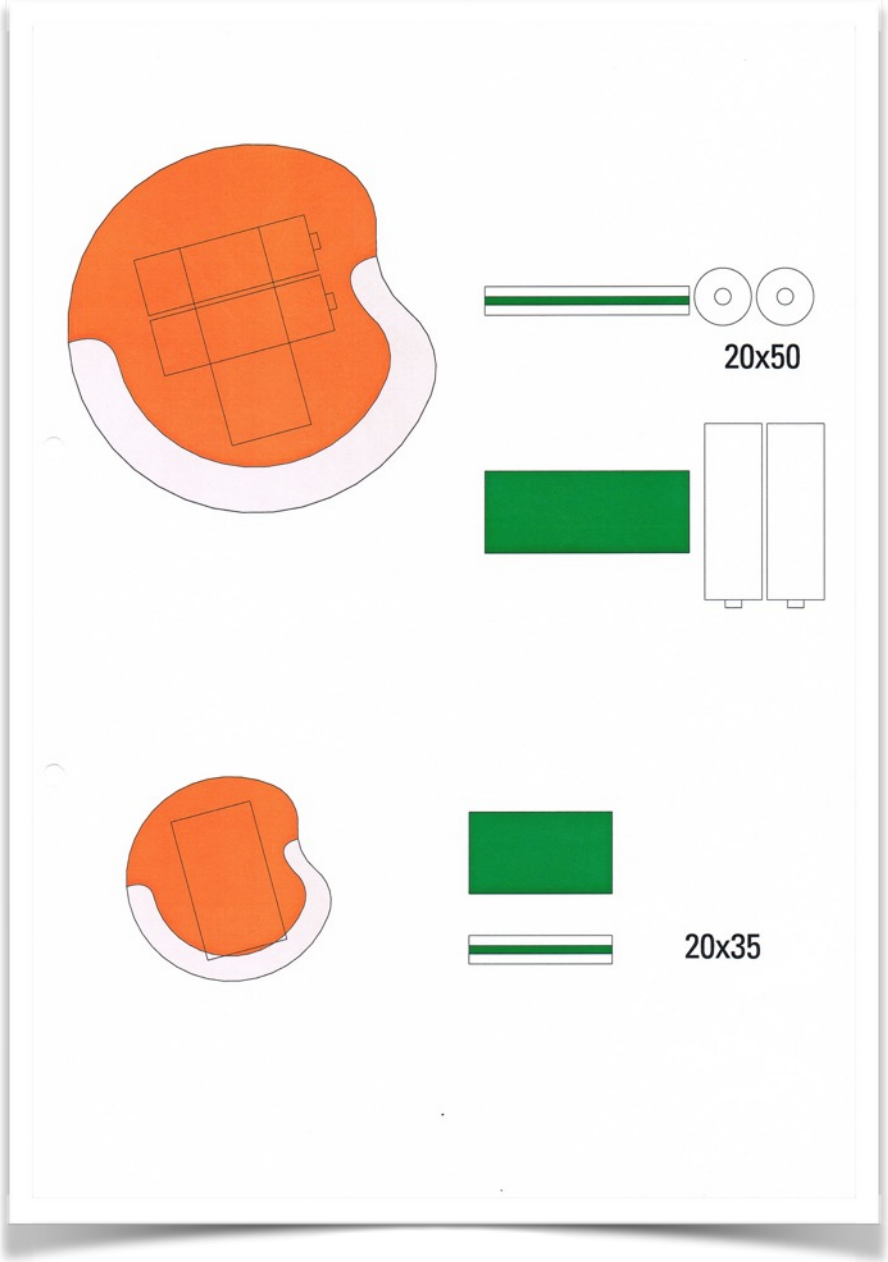


electronic architecture

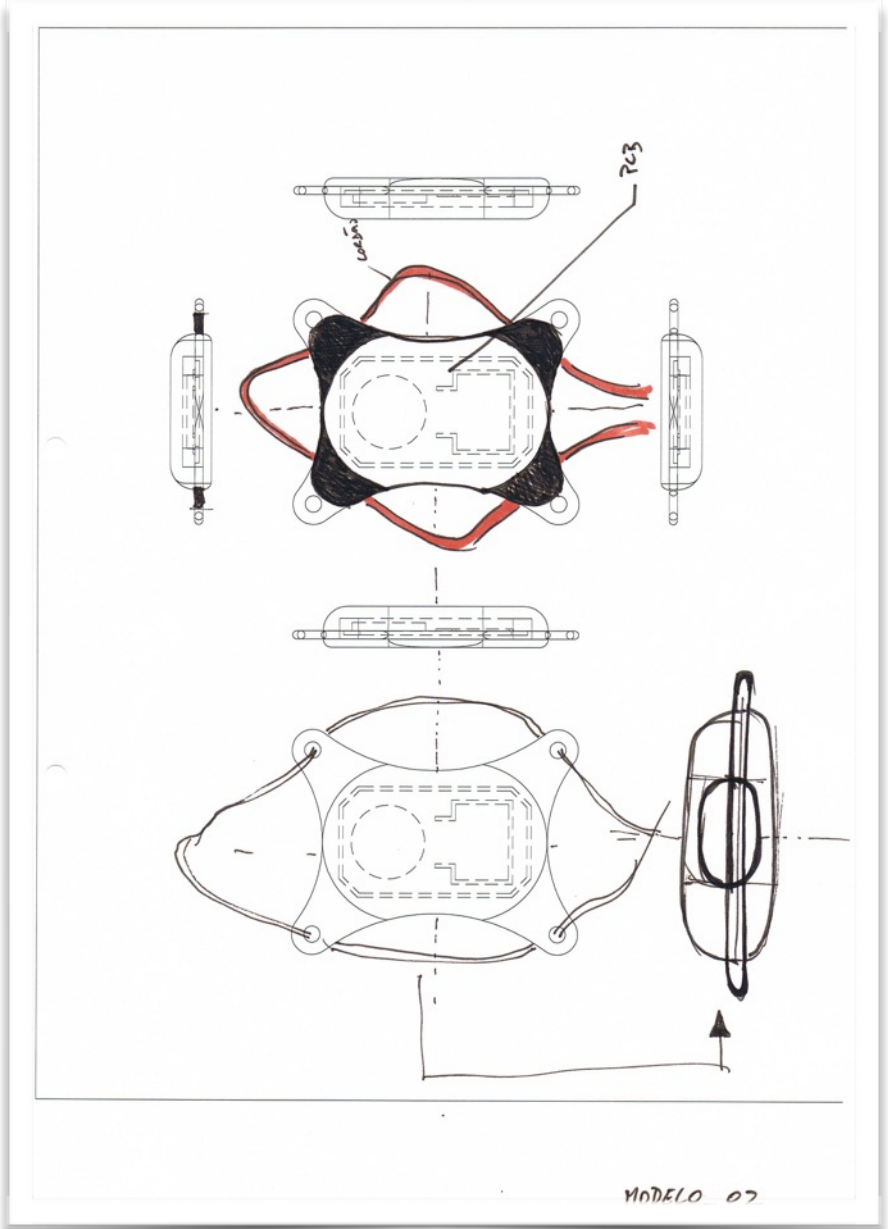
I developed electronic packages based on the new PCB designs from EliDev, with overall dimension, 2mm free space above and below the PCB support, and two AA 1.5 Volt batteries.

This was used as a basis for my continued design work, both in sketches and computer 3D modelling.


20x50
20x35



I soon realised that the electronic components were getting quite small, therefore allowing me to create more elaborate shapes.

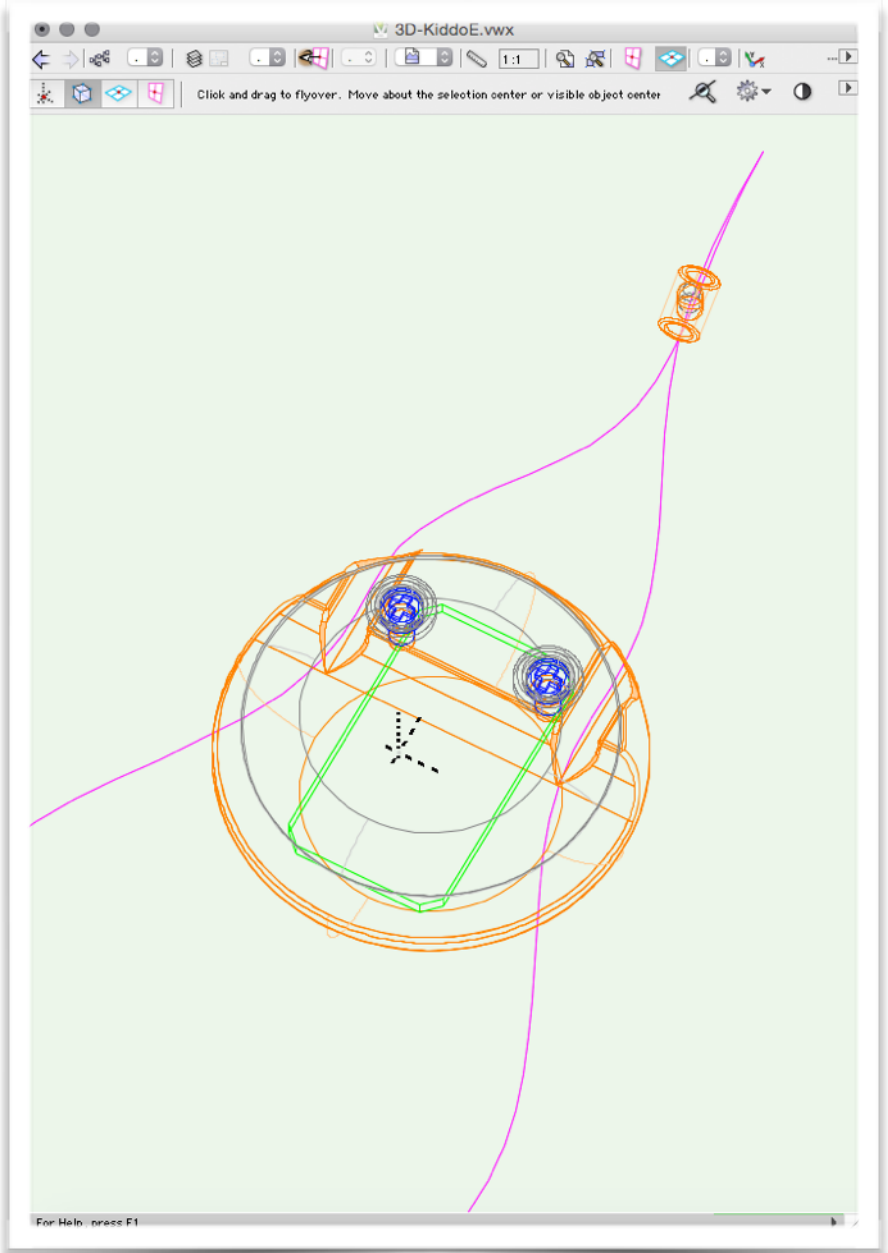


I applied this technical analysis to all the design themes for both the transmitter and receiver, to understand the mechanical feasibility and analysis the actual volume needed to accommodate all the interior components.

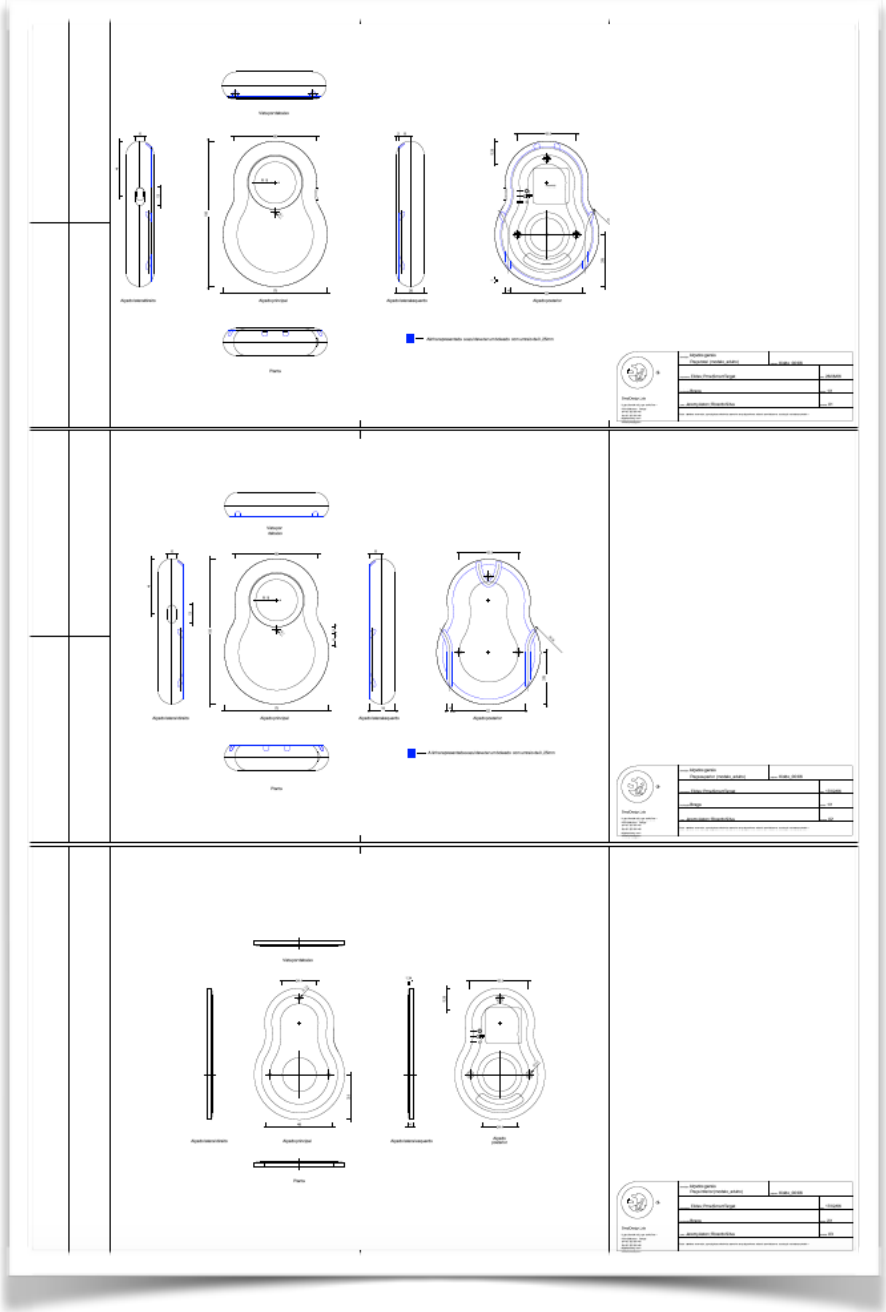
cad modelling

Once the electronic issues had stabilised it was easier for me to build better 3D computer models around the internal components (seen here in green line).

It was agreed that the batteries would be placed to one side of the electronic PCB, therefore minimising the total thickness of the receiver unit.



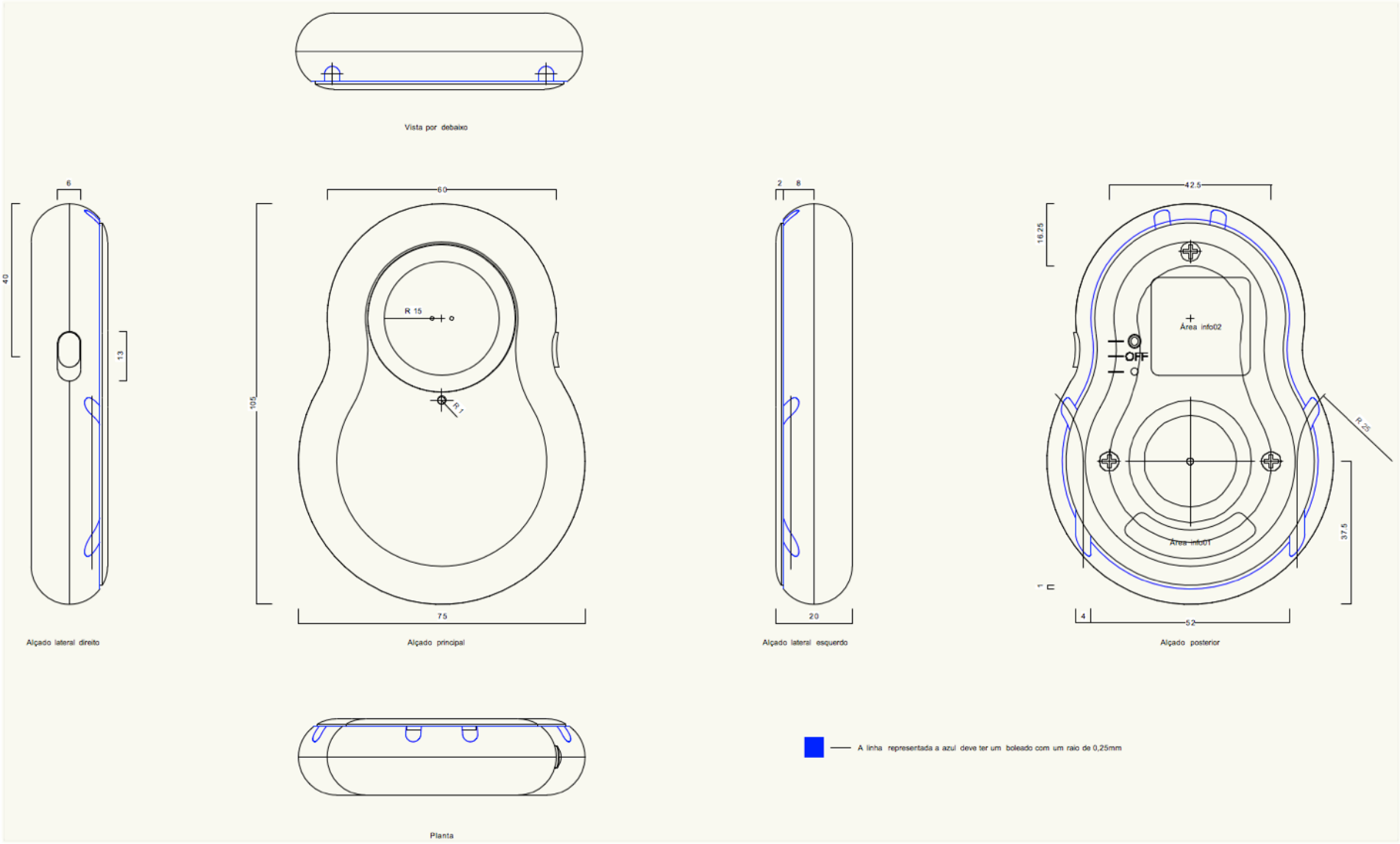
The transmitter unit was the more basic of the two units to fit the electronic components, though durability was an issue to solve well due to the fact this would be carried, handled and probably dropped many times by the child user.

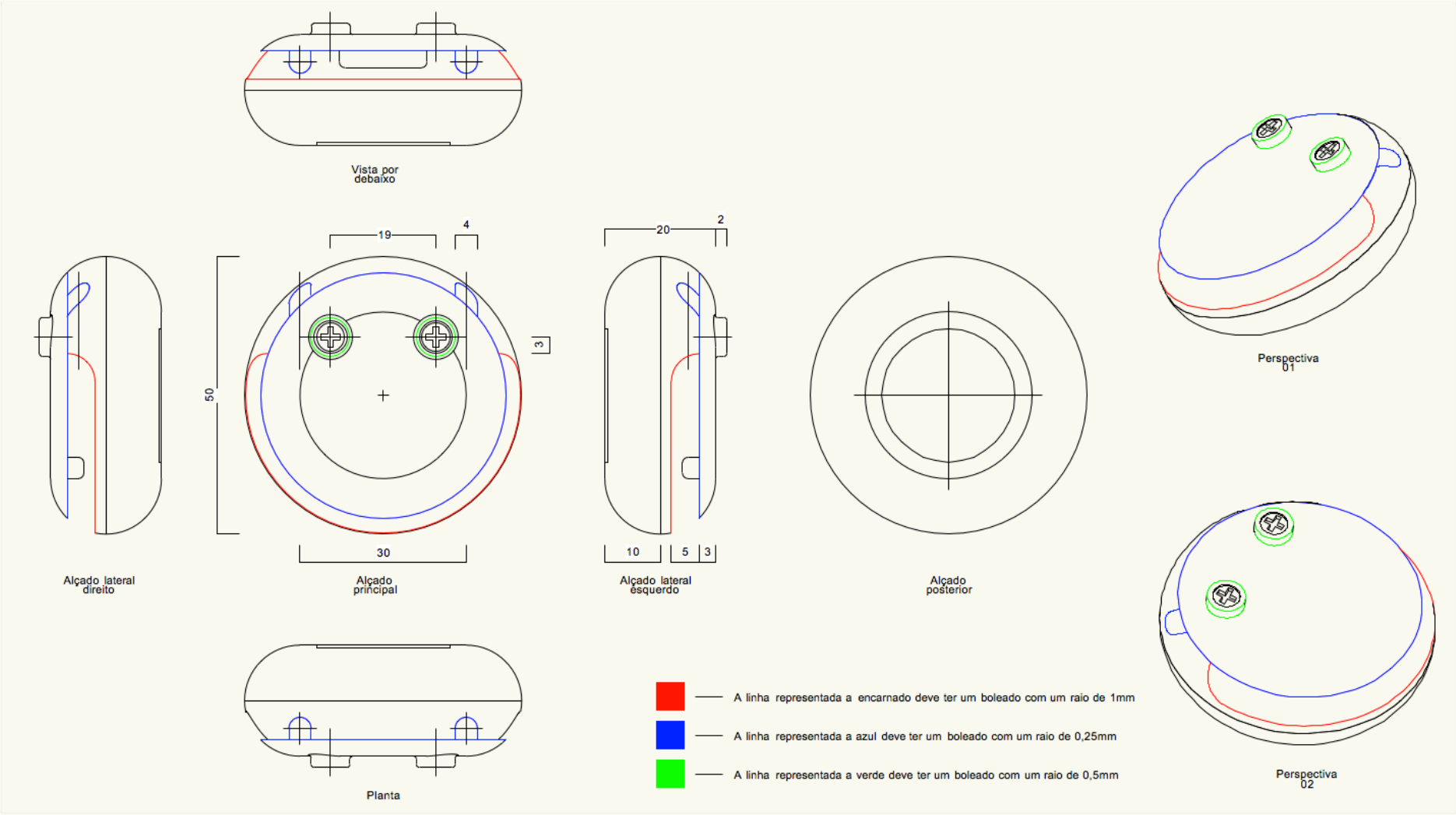


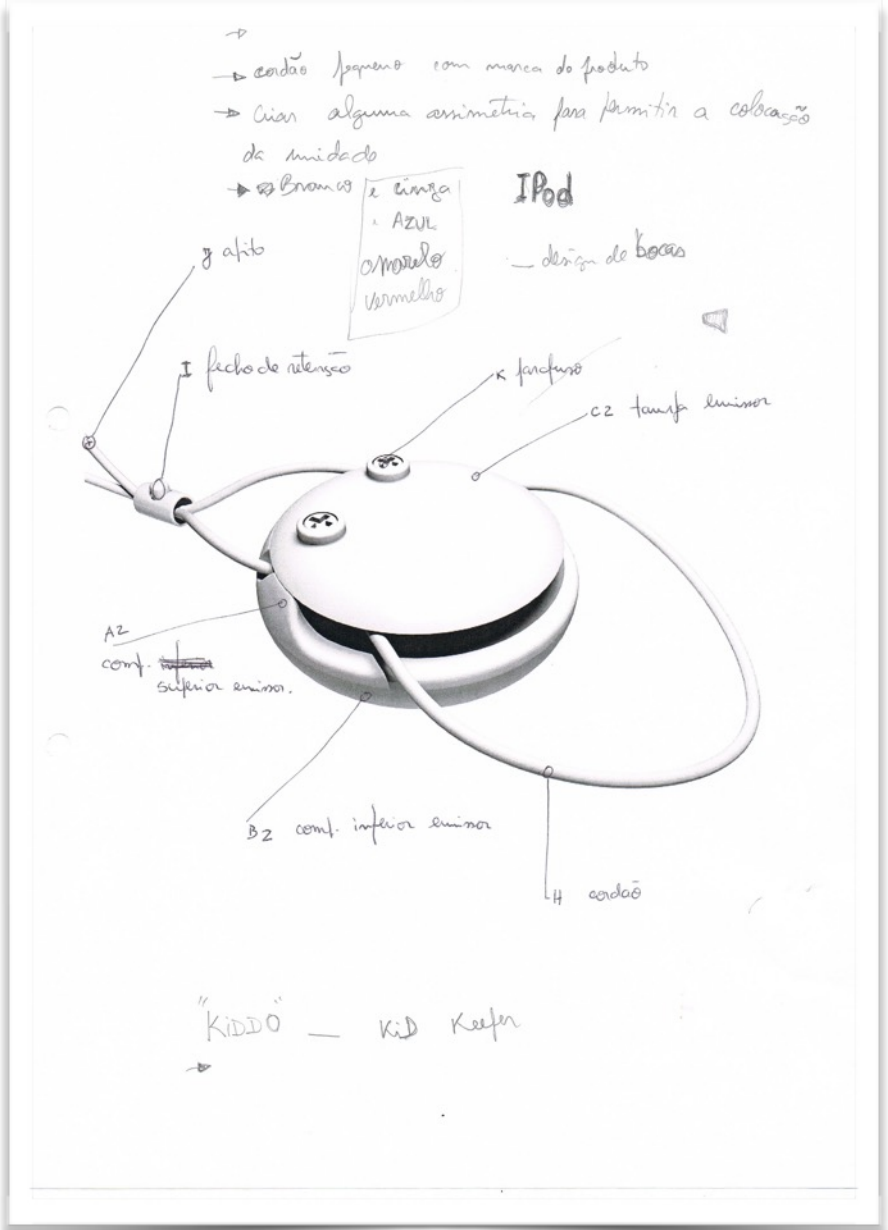
technical drawing

Technical drawings were made in order to specify the geometry of all the designed components together in the form of a general arrangement plan and separately to communicate each and every piece.

These drawings were released in various formats (DXF, DWG, PDF, IGS, STEP and STL) for further engineering development and production.


Vista por debaixo
6
40
13
Alçado lateral direito
60
105
R 15
R 1
75
Alçado principal
2
8
20
Alçado lateral esquerdo
42.5
16.25
Área info02
OFF
R 25
37.5
Área info01
1
4
52
Alçado posterior
Planta
A linha representada a azul deve ter um boleado com um raio de 0,25mm


Vista por debaixo
19
4
20
2
50
3
30
10
5
3
Alçado lateral direito
Alçado principal
Alçado lateral esquerdo
Alçado posterior
Perspectiva 01
Perspectiva 02
Planta
A linha representada a encarnado deve ter um boleado com um raio de 1mm
A linha representada a azul deve ter um boleado com um raio de 0,25mm
A linha representada a verde deve ter um boleado com um raio de 0,5mm



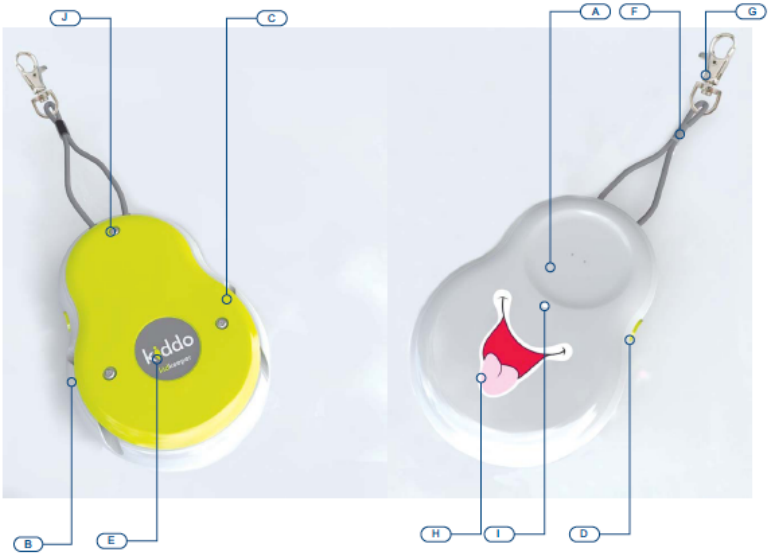
make-up sheets

This document supports the technical drawings with all the written specification about the design and finishing of the product.

- Component names
- Type of material used
- Surface treatment and finishing
- Colour (usually specified in RAL or NCS)
- Other notes

simpli design lda

ref. Smart Target / KIDDO
proximity alarm - mod. ST06-R01
telef. +351 253 319 495
date 19 . 09 . 06
www. simplidesign.com

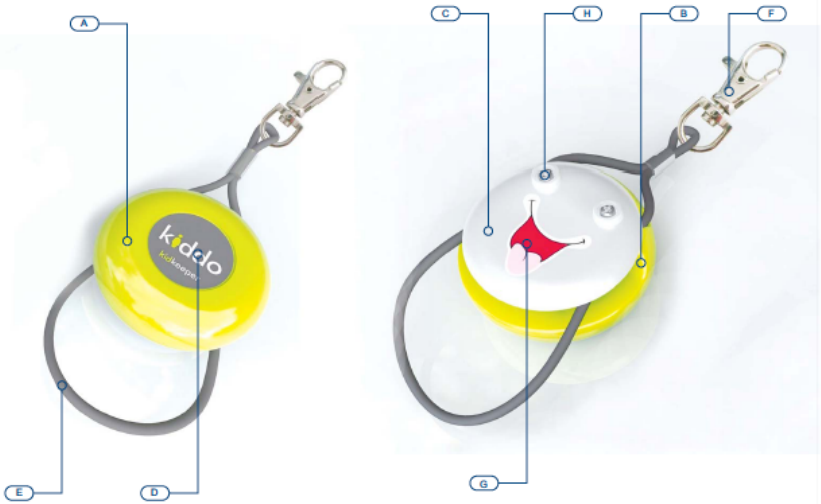


Receiver - mod. Nº ST06-R01

Nº	Component	Material	Finish	Colour	Note
A	Top component	ABS plastic	High gloss	Grey (NCS S2707-B53G)	
B	Base component	ABS plastic	High gloss	Grey (NCS S2707-B53G)	
C	Lid component	ABS plastic	High gloss	Green (NCS S2638-Y58G)	
D	Slide switch	ABS plastic	High gloss	Green (NCS S2638-Y58G)	Power ctrl.
E	Label/badge	PCV plastic (0.5mm)	High gloss	Transparent	Printed from the rear
F	Cord/strap	Nylon Interlace		Grey (NCS S2707-B53G)	Standard part
G	Clip	Brass or steel	Chrome	Natural	Standard part
H	Mouth sticker	PCV film (0.1mm)	High gloss	Transparent	Printed on the front
I	Led	Standard part	High gloss	Transparent	Light signal (green, yellow & red)
J	Screws	Alloy	Matt	Grey or black	'X' or service type!

simpli design lda

ref. Smart Target / KIDDO
proximity alarm - mod. ST06-T01
telef. +351 253 319 495
date 19 . 09 . 06
www. simplidesign.com

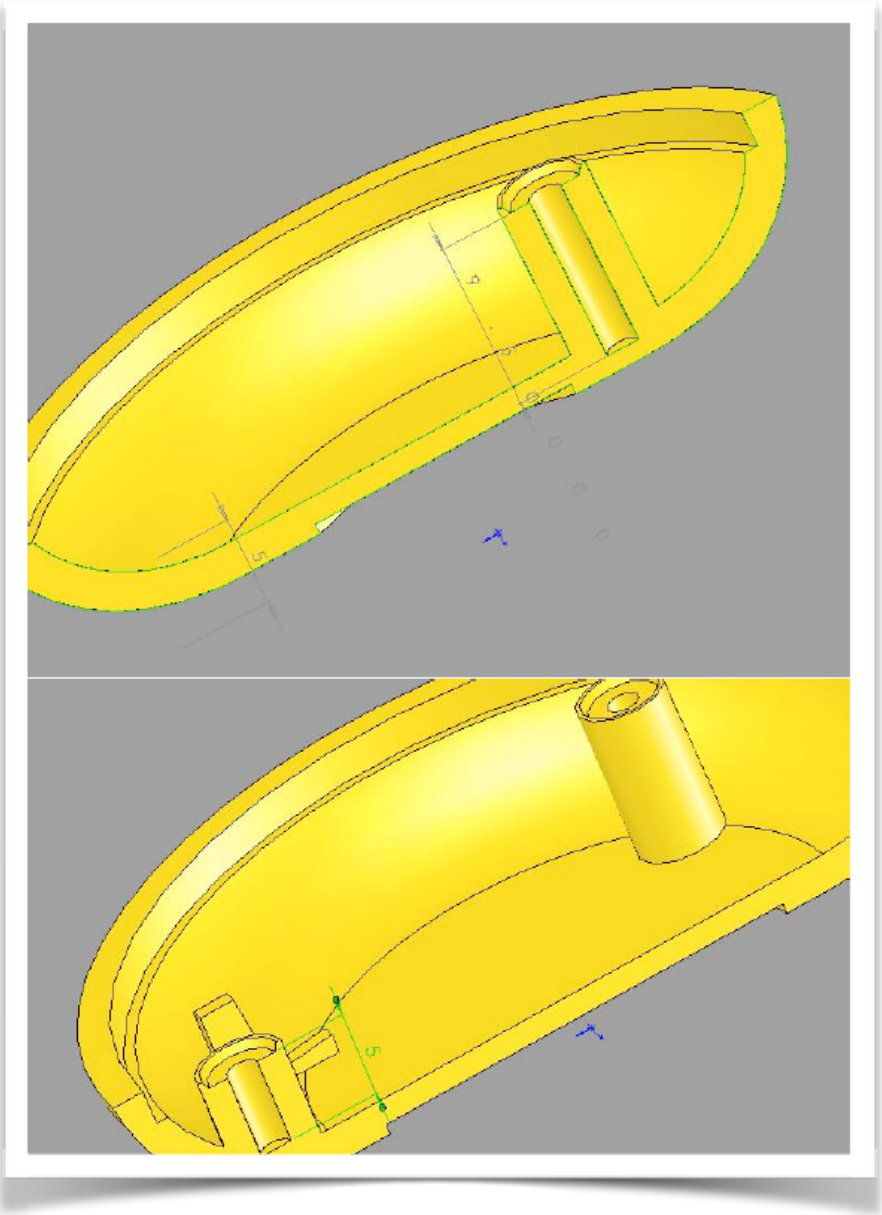


Transmitter - mod. Nº ST06-T01

Nº	Component	Materials	Finish	Colour	Note
A	Top component	ABS plastic	High gloss	Green (NCS S2638-Y58G)	
B	Base component	ABS plastic	High gloss	Green (NCS S2638-Y58G)	
C	Lid component	ABS plastic	High gloss	Grey (NCS S2707-B53G)	
D	Label/badge	PCV plastic (0.5mm)	High gloss	Transparent	Printed from the rear
E	Cord/strap	Nylon Interlace		Grey (NCS S2707-B53G)	Standard part
F	Clip	Brass or steel	Chrome	Natural	Standard part
G	Mouth sticker	PCV film (0.1mm)	High gloss	Transparent	Printed on the front
H	Screws	Alloy	Matt	Grey or black	'X' or service type!

first off-tool

The production was allocated to a Chinese manufacture near HongKong called GuideTrend. They sent me (via EliDev) mechanical samples of the plastic components to see the finishing and test the assembly.



A defect (white mark) was found on the outer surface of the transmitter after screwing the components together. It appeared that the screw was specified too long and was stressing the inner surface of the plastic casing.

From: "Ala" <ala.su@guidetrend.com>
Subject: Kiddo issue
Date: 23 November 2006 00:00:55 GMT
To: "Sergio Teles" <sergio.teles@elidev.pt>
Cc: "'kevin.li'" <kevin.li@guidetrend.com>, "'Jeremy Hugh Aston'" <jha@simplidesign.com>, "'Antonio Ferreira'" <antonio.ferreira@elidev.pt>
2 Attachments, 78.8 KB

Dear Sergio :
Thank you very much for your mail.

Regarding the green color, we will adjust a little lighter, for matching well with the color plate which you send to us,

Regarding the grey color, we have been received it. And we will adjust the injection color according to the grey color plate you send to us.

Regarding point 3,
I think there are two reason for the white mark, one is the hole was too deep that the wall of the boss bottom was too thin, and I measure the dimensions of the hole as below ; the short one spec is 5.0+/-0.1mm, actual value is 4.92mm; another two hole spec is 9.5+/-0.1mm, actual value is 9.56mm and 9.55mm. the detail is in the enclosed. the other reason is the screw was too long that the boss bottom was extrusion when assembly. Would you help me to check the dimension of the screw?

Please comment.
Thank you and best regards.
Ala

----- Original Message -----
From: Sergio Teles
To: Ala
Cc: 'kevin.li' ; 'Jeremy Hugh Aston' ; 'Antonio Ferreira'
Sent: Wednesday, November 22, 2006 1:01 PM
Subject: FW:

Dear Ala:

Some comments of our designer:

1.) Green colour
Do you have a PANTONE PLASTICS Color System for your reference? The problem is that our designer still thinks the green is a bit dark. Please check the photo DSC07910 attached: you can see the difference still to the colour sample we sent you.

2.) Grey colour
We hope you can match to the colour sample we sent you. Please never lighter than the sample.

3.) White mark
Please check the picture DSC07907. We think the hole might be too deep. Please check.

Kind regards
Sergio Teles

The other problem was matching colours as in China they do not respect or recognise european or american colour systems. To finalise the plastic colour I had to send them physical samples (swatches) of plastic so they could manually reference the correct colour (hue and tone) on their injection machines.

graphics

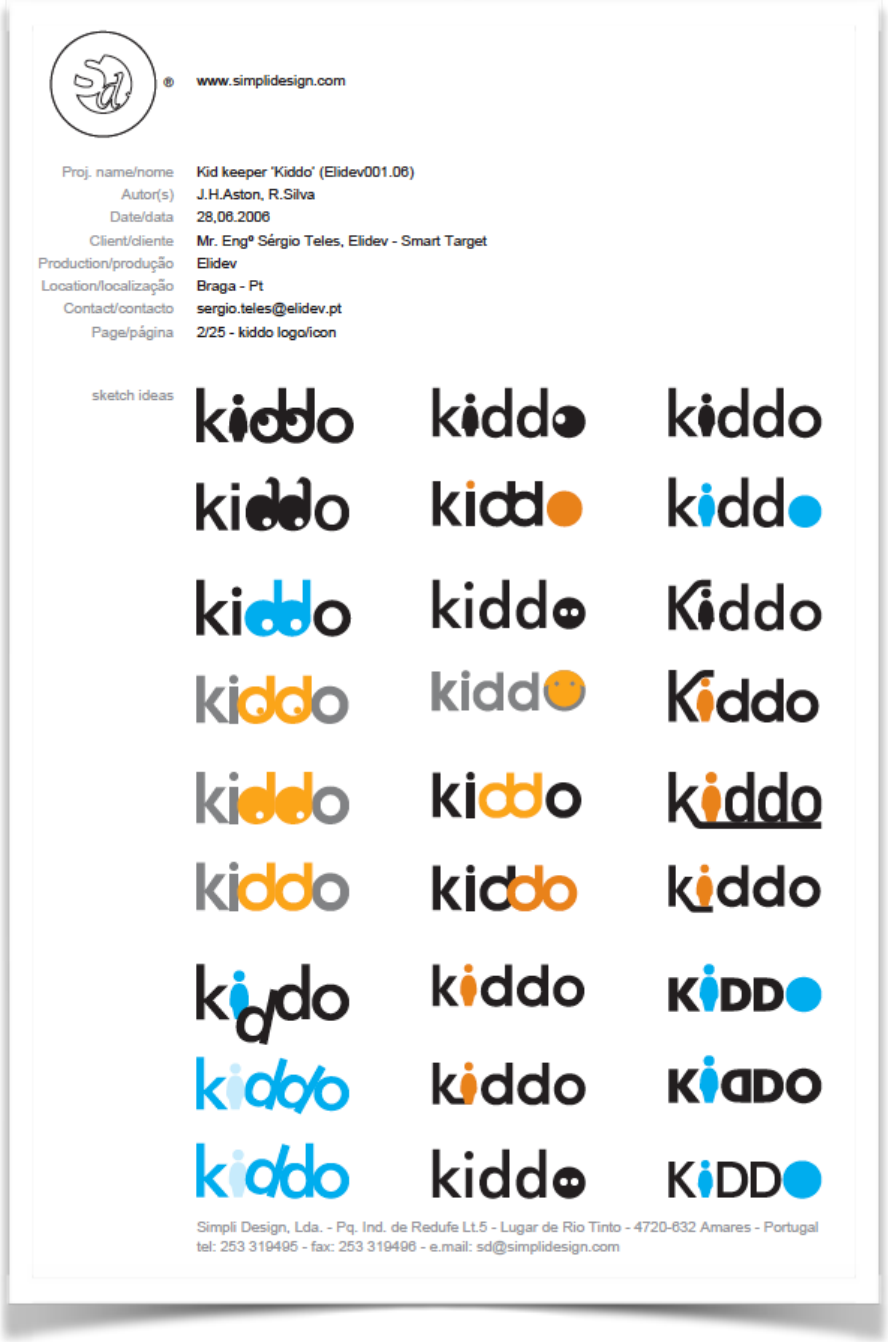
We had the capacity within Simpli Design to make proposals for all the graphical aspects related to the Kiddo product and the brand development.

I orientated all graphical aspects presented here with the assistance of Gracinda Leite and Neusa Silva.

- Smart Target logo, the principle investor of the project and representing brand for Kiddo and other innovative products.
- Kiddo logo, replacing the initial Kid Guard name. We had to develop a logo that communicated well in relation to the product and the proximity alarm concept.
- Smiley mouths, based on various non licensed character faces and expressions.
- Product graphics, all elements of communication, safety and branding to the Kiddo product.

Smart Target logo

Corporate design and application of the Smart Target company image.



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Proj. name/nome	Kid keeper 'Kiddo' (Elidev001.06)
Autor(s)	J.H.Aston, R.Silva
Date/data	28,06.2006
Client/cliente	Mr. Engº Sérgio Teles, Elidev - Smart Target
Production/produção	Elidev
Location/localização	Braga - Pt
Contact/contacto	sergio.teles@elidev.pt
Page/página	2/25 - kiddo logo/icon

sketch ideas

Simpli Design, Lda. - Pq. Ind. de Redufe Lt.5 - Lugar de Rio Tinto - 4720-632 Amares - Portugal
tel: 253 319495 - fax: 253 319496 - e.mail: sd@simplidesign.com

Kiddo logo

The Kiddo name was a result of a workshop between Sergio and myself after we realised Kid Guard could not be used due the false interpretation of safety and protection associated to the word 'guard'. In reality this product was only a warning device, therefore calling attention to the child´s over extended proximity and shouting him/her back. to your side. Hence, 'Oi, Kid', and the name Kiddo was born.

After checking on the commercial availability of Kiddo, the name and logo was successfully registered.

Many designs were tried and tested, using the letters, facial expressions and figures.

KIDDO

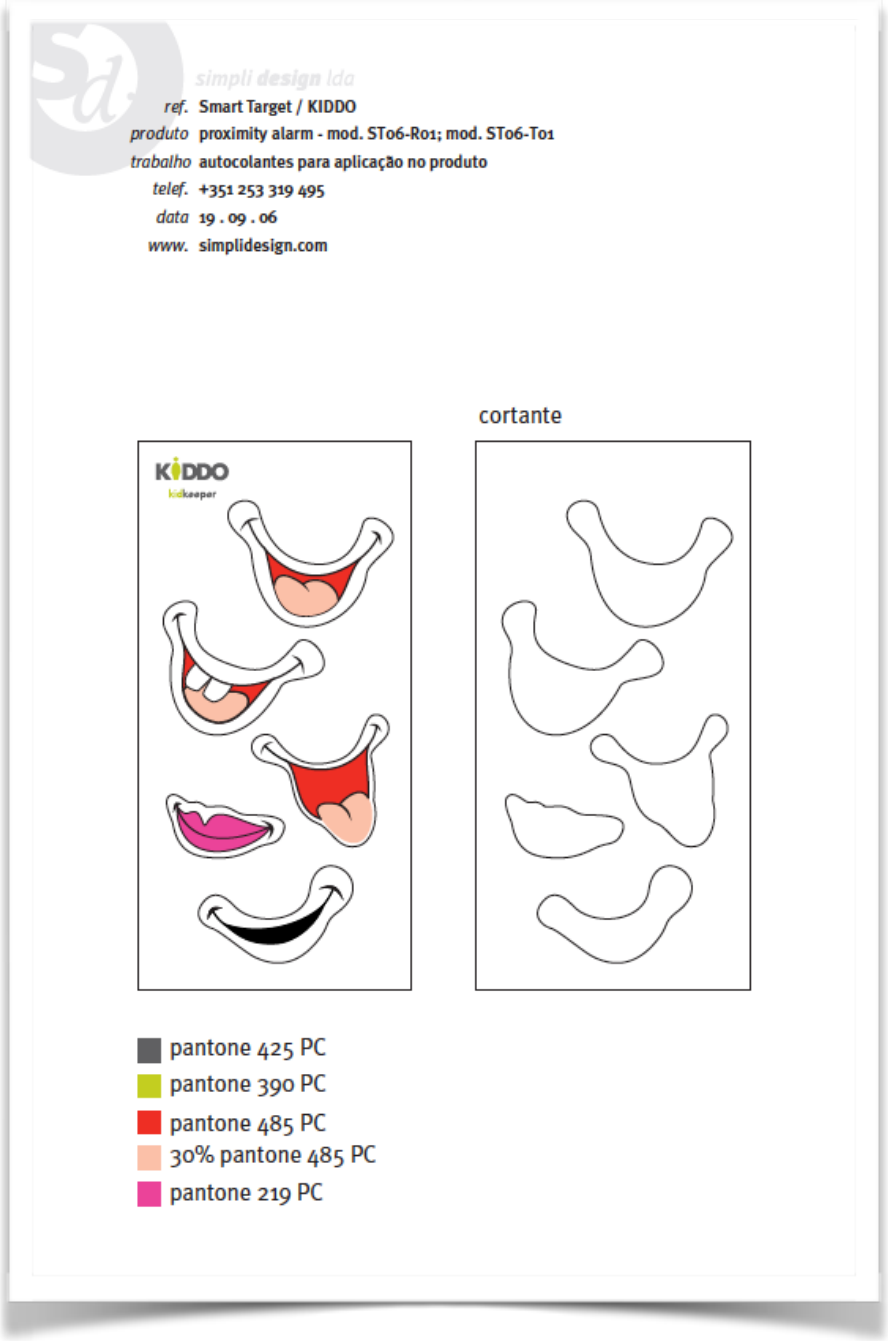
kidkeeper

KIDDO

kidkeeper

The final logo was agreed in the summer 2006 (one year after the start of the project) and had the following reasons for the design.

- Grey and green, was for sincerity and playfulness, without being too serious.
- KIDDO in capital letters represented the adult.
- The green figure represented the child.
- Kidkeeper was the slogan and an alternative to Kid Guard.

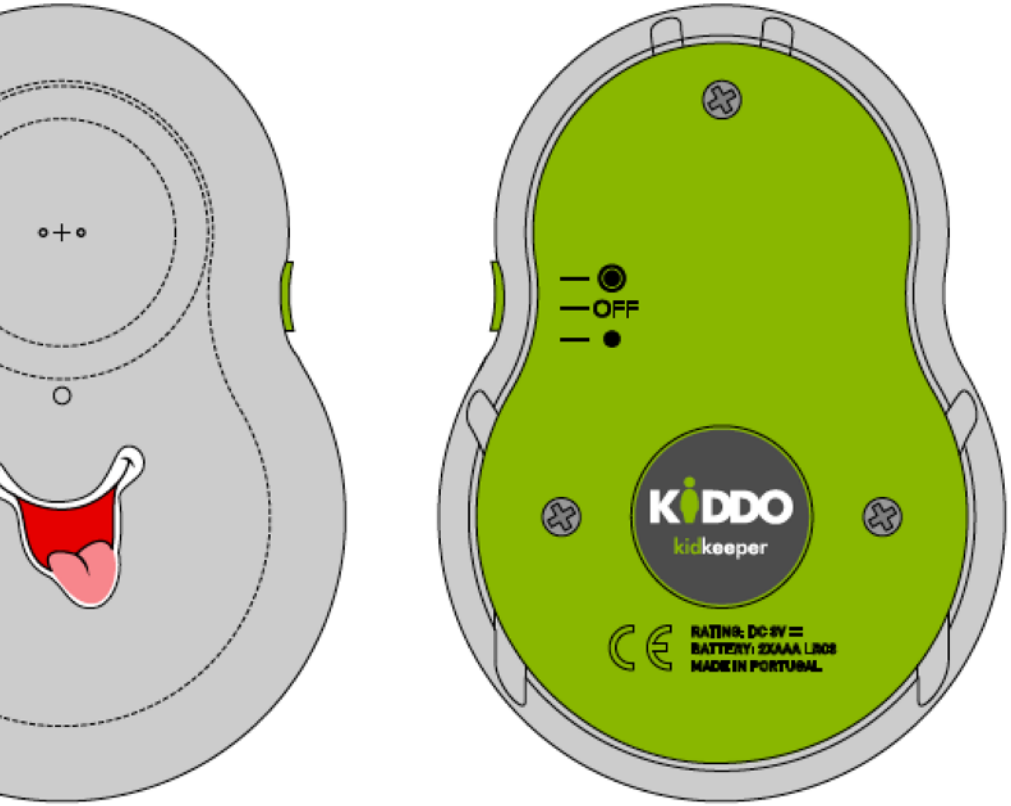


Smiley mouth stickers

These were fun to design and develop, based on familiar expressions of laughter and happiness. The final designs appealed to girls and boys, and allowed the young user to invent and apply their selected mouth expression to the designated surfaces of both the transmitter and receiver.

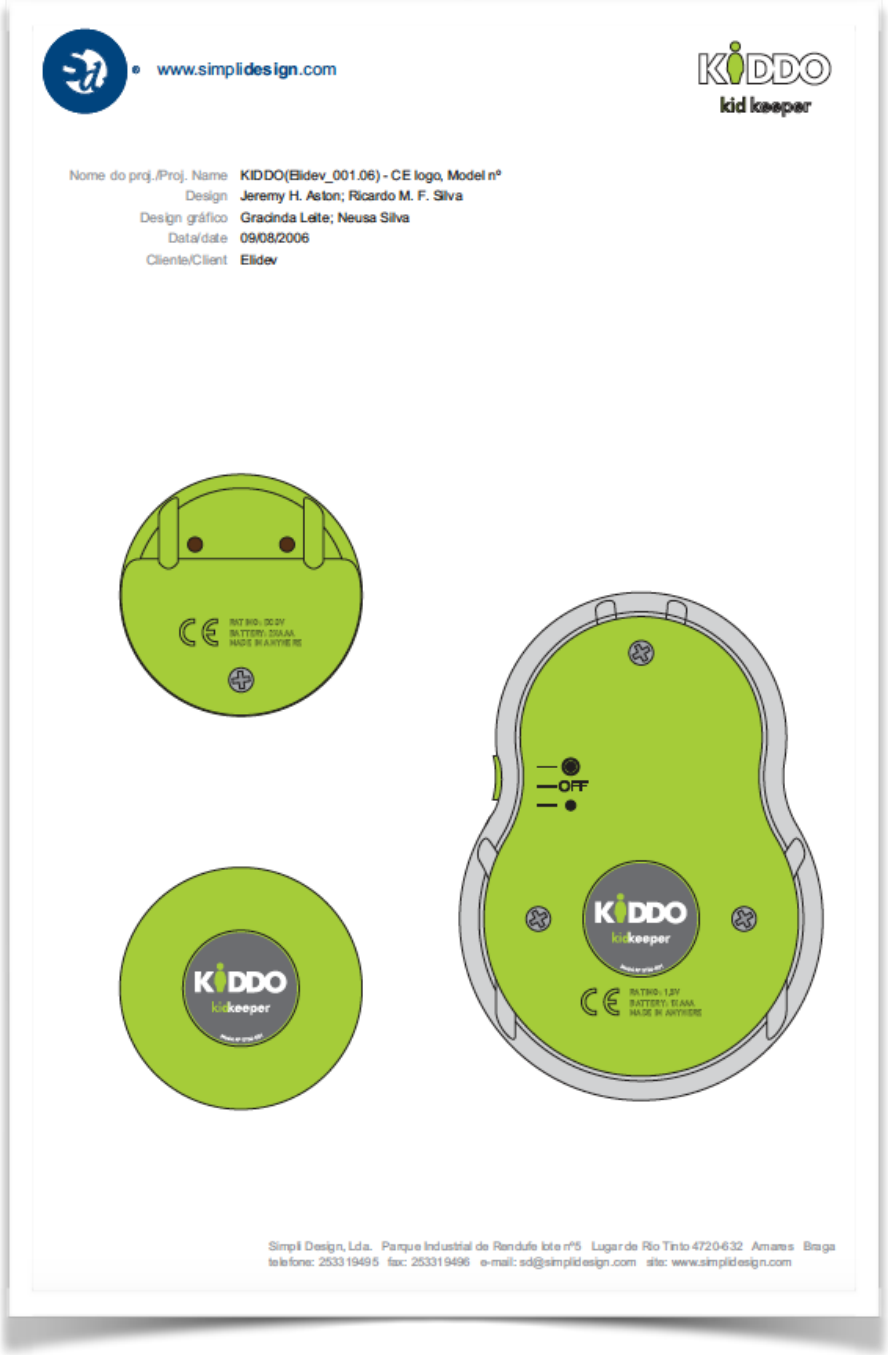
Other ranges of expressions were later proposed for different themes, including glamour and horror.

Product graphics



Various application of product communication were necessary for the product design to be technically legible.

- Kiddo kidkeeper stickers - printed on white PET plastic and glued to both the transmitter and receiver.
- Mouth expression stickers - printed on plastic coated paper with recommended sticker location.
- Control switch, on/off and detection high or low - pad-printed directly onto the green plastic rear casing using dark grey (RAL 7021) paint.



The CE certification code and information, was part of the injection mould, resulting in a proud graphic on the rear casings of both the transmitter and receiver.

ELIDEV
Desenvolvimento Electrónico, SA

KIDDO - Mech. Dwg.
Antonio Ferreira
2006-08-09
© ELIDEV, S.A.

Checked by:

Project: KIDDO

Drawing: Receiver unit battery compartment

NIF / VAT nr. PT 505 225 620
Reg. Cons. Com. Braga nº7161
Soc. Anónima – 70.000 Euro

ELIDEV – Desenvolvimento Electrónico, S.A.
Praça Camilo Castelo Branco, 13 4700-209 Braga – Portugal
Tel. +351 253 221 483 Fax +351 253 221 485
www.elidev.pt info@elidev.pt

1

With a similar technique to the CE application, graphics communication was needed inside the battery compartment to identify the battery type and the orientation of installation.

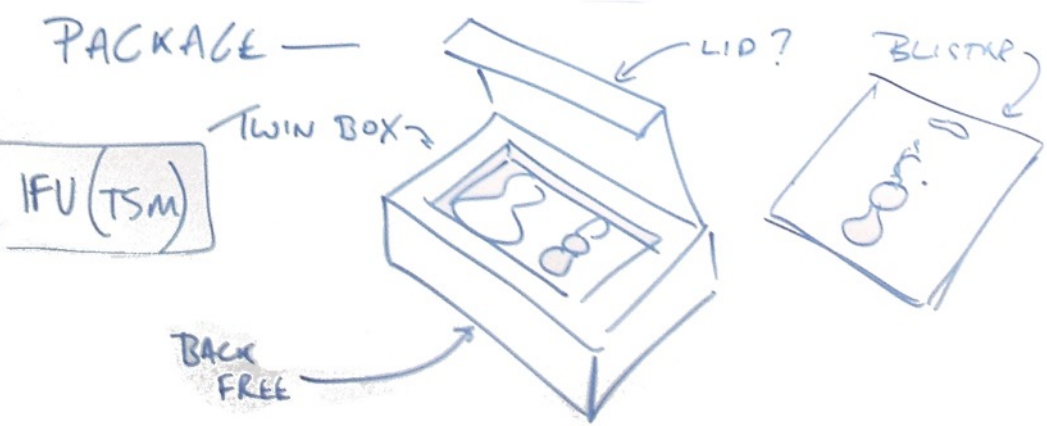
packaging

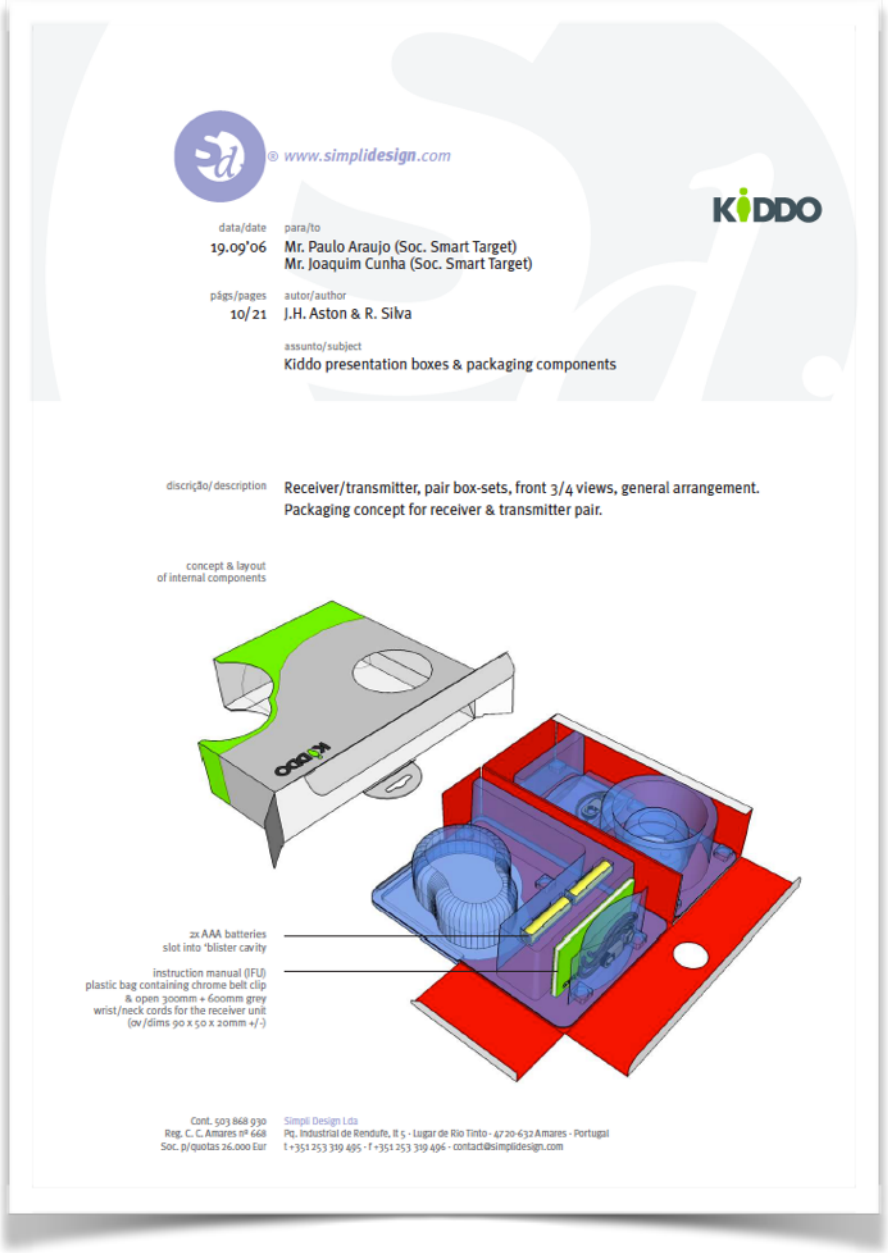
There was less design experimentation in finding packaging solutions for Kiddo as certain parameters were strongly defined, therefore orientated the design quickly to an agreed and final proposal.

The packaging box should be 25cm x 20cm x 6cm, to fit 20 units in a 1m2 area and 340 units in a 1m3 pallet stack.

Two packaging boxes should be considered:
- Complete pack, containing both the transmitter and receiver with accessories.
- Extra transmitter box, sold individually with accessories.

The packaging solutions should have good display characteristic, communicated effectively the content and provide sufficient protection during transport and handling.





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KIDDO

data/date
19.09'06

para/to
Mr. Paulo Araujo (Soc. Smart Target)
Mr. Joaquim Cunha (Soc. Smart Target)

págs/pages
10/21

autor/author
J.H. Aston & R. Silva

assunto/subject
Kiddo presentation boxes & packaging components

discrição/description
Receiver/transmitter, pair box-sets, front 3/4 views, general arrangement.
Packaging concept for receiver & transmitter pair.

concept & layout
of internal components

2x AAA batteries
slot into 'blister cavity

instruction manual (IFU)
plastic bag containing chrome belt clip
& open 300mm + 600mm grey
wrist/neck cords for the receiver unit
(ov/dims 90 x 50 x 20mm +/-)

Cont. 503 868 930
Reg. C. C. Amares nº 668
Soc. p/quotas 26.000 Eur

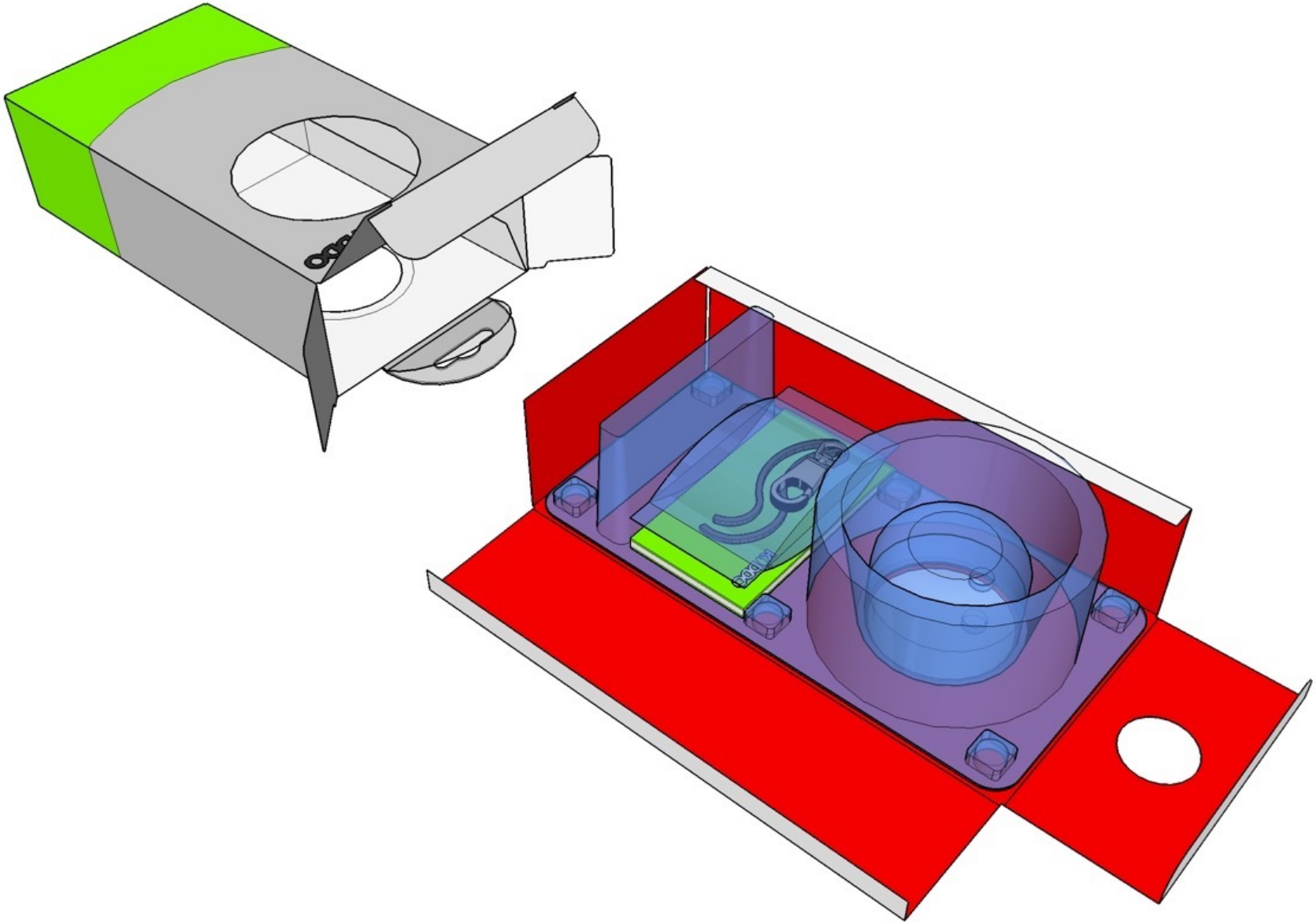
Simpli Design Lda
Pq. Industrial de Rendufe, lt 5 - Lugar de Rio Tinto - 4720-632 Amares - Portugal
t +351 253 319 495 - f +351 253 319 496 - contact@simplidesign.com

3d development

After receiving all the components intended to fit inside the packaging I was able to plan the internal configuration of the box.

The principle concept was to use as little material as possible, but with excellent POS (point of sale) characteristics and display value.

- Outer box, was made from 2mm corrugated card with white finishing and four colour printing on the exterior.
- Inner retainer, was made from 2mm corrugated card with white finishing and red print on the inside.
- Receiver blister, single transparent plastic sheet (PET) vacuum formed and folded to hold the Kiddo components.
- Transmitter blister, single transparent plastic sheet (PET) vacuum formed and folded to hold the Kiddo components. This blister component was made separately from the receiver blister so it could be used individually in it own box and sold apart (see next page).



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KIDDO

data/date
19.09'06

para/to
Mr. Paulo Araujo (Soc. Smart Target)
Mr. Joaquim Cunha (Soc. Smart Target)

págs/pages
06/21

autor/author
J.H. Aston & R. Silva

assunto/subject
Kiddo presentation boxes & packaging components

discrição/description
Receiver/transmitter, pair and transmitter-only box-sets, front 3/4 views, x-ray.

concept and layout
of internal components

Cont. 503 868 930
Reg. C. C. Amares nº 668
Soc. p/quotas 26.000 Eur

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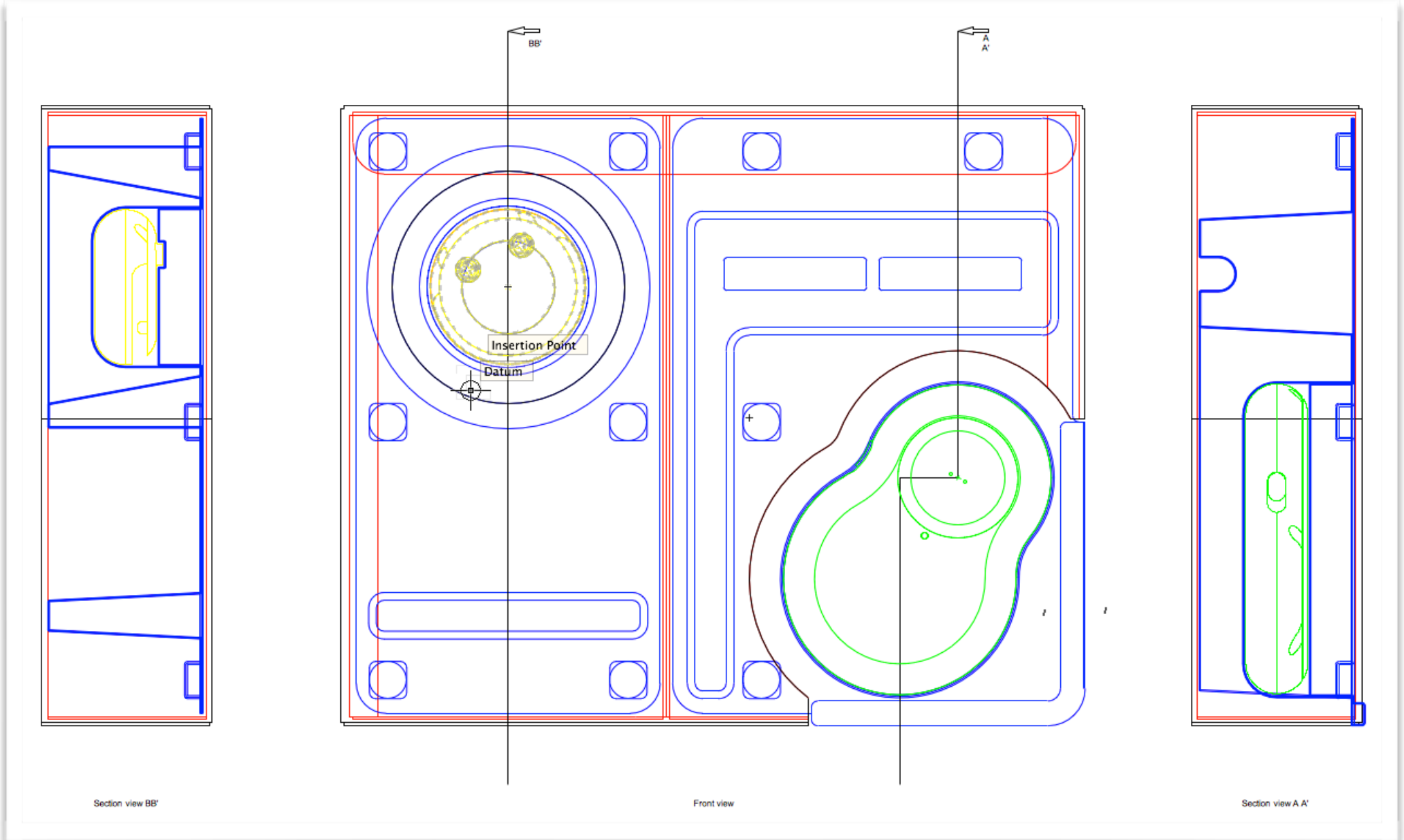
technical drawing

All the volumes and mechanical testing was done using a 3D virtual model, then transferred to a CAD program to develop the technical drawings and specifications.


BB'
A
A'
Insertion Point
Datum
Section view BB'
Front view
Section view A A'

graphics and layout

Based on the packaging plans, several graphics proposals were experimented with to define the right communication weight of visual impact.

Green, grey and white were specified quite early on as being the main corporate colours for Kiddo.

The object was to create two levels of information to attract potential customers to pick the product off the shelf:

- First impression, curiosity and necessity. Product name, happy families and unity.
- How it works and how much it costs.

finished box sample

final product

in use

In November 2006 we received the first finished samples to experiment with.
For about one week everyone in Simpli Design's office was wearing a transmitter and the alarms were going off every five to ten minutes as we moved from room to room.

My only comments and changes about the design to EliDev were minor and could be implemented easily in the next production runs.

- The light grey still had a hint of blue and should be removed.
- The sliding switch was sometimes stiff to operate.

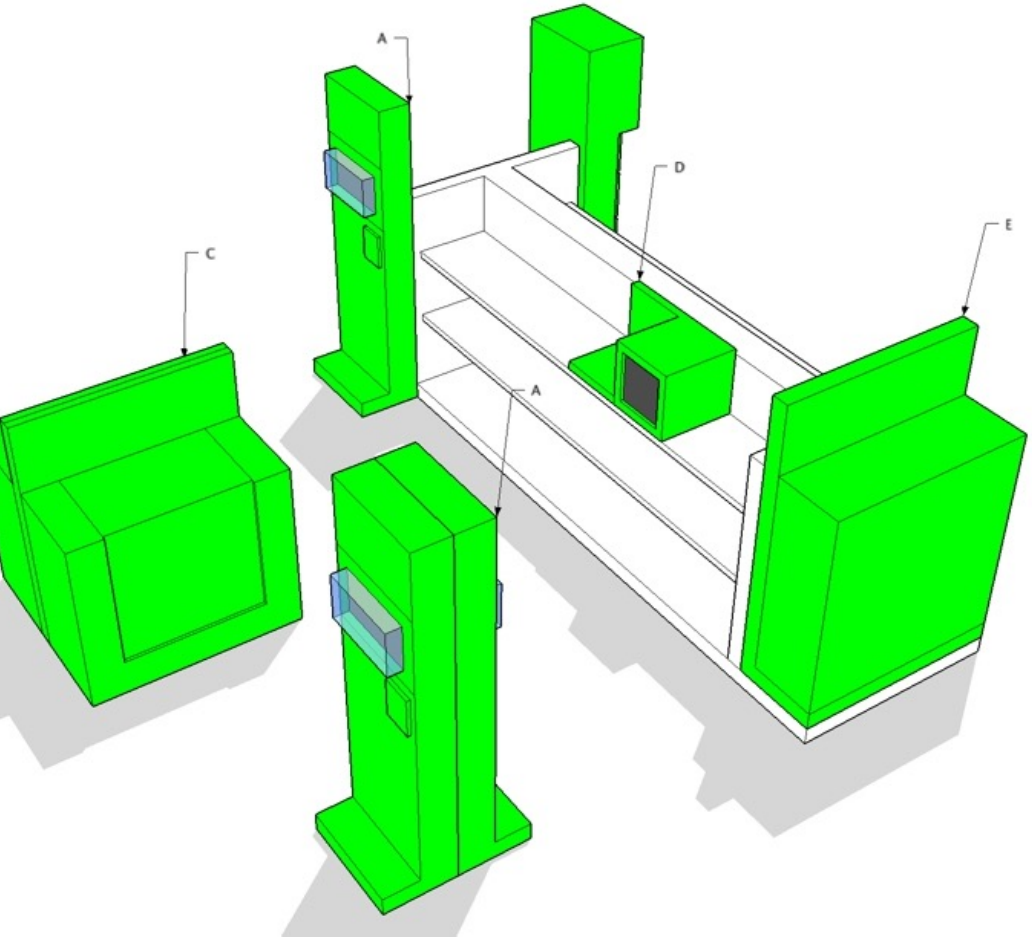
Otherwise, the product was fully functional and quite fun to use.

OFF
KIDDO
kidkeeper

kiddo

pos display

This POS project was started in December 2006, but only proposed and built in January 2007.
The Kiddo product was already in the shops and selling quite well, but it came to our attention that the product needed a display to capture bette the consumer whilst shopping.

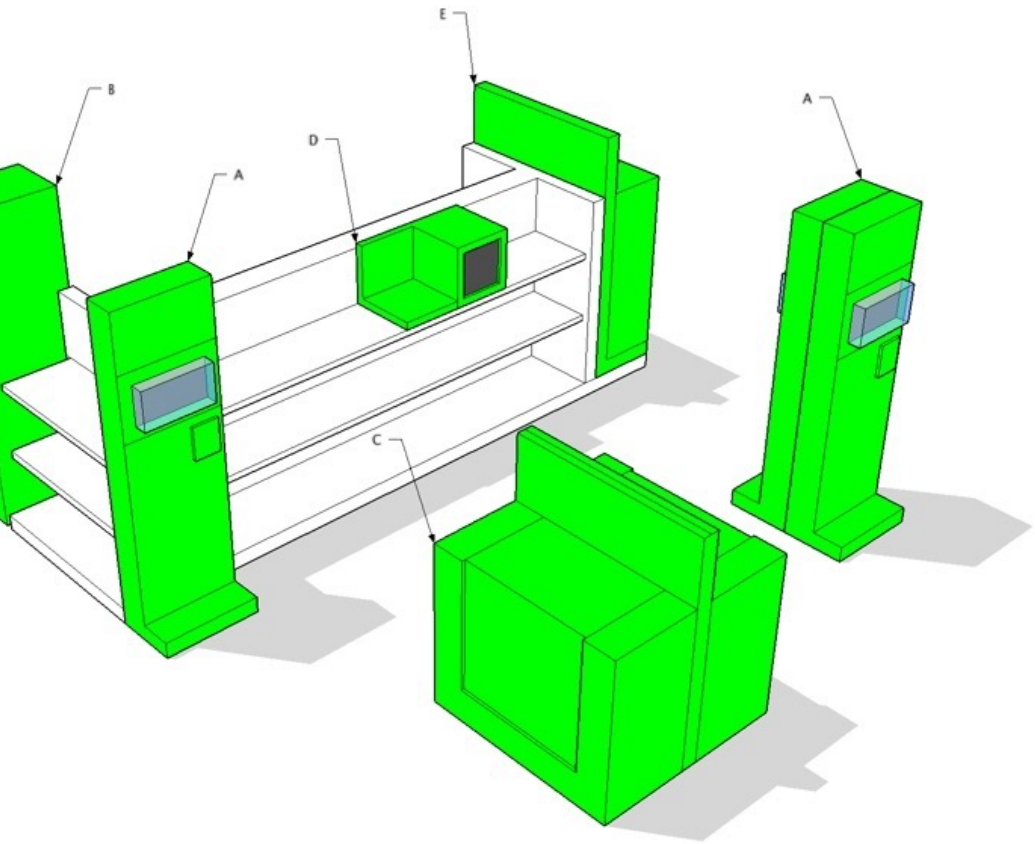


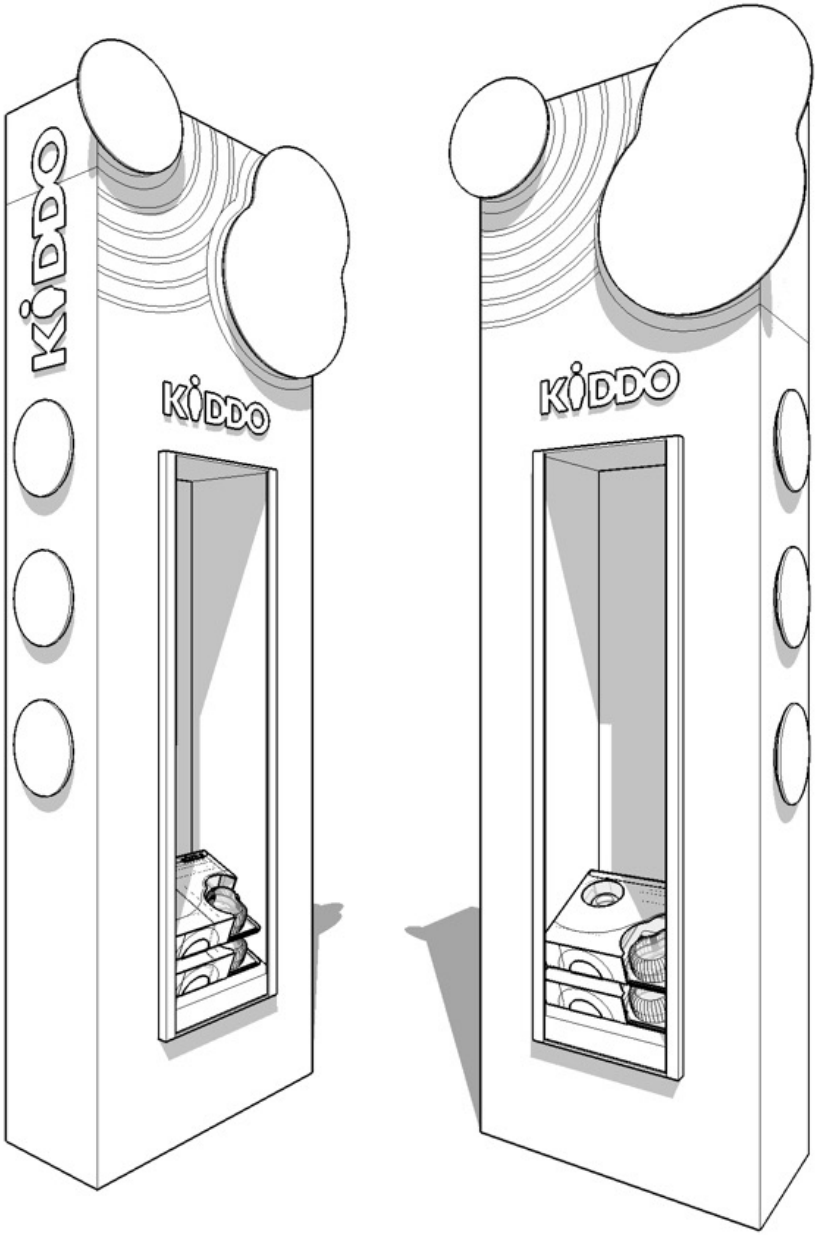
POS concept and commercial positioning

We studied several possibilities for retail positioning and presented these ideas to the PME commercial partners:

- A, corridor end, left or right, and stand-alone.
- B, corridor end, left or right.
- C, stand-alone, island stack.
- D, shelf or table-top.
- E, corridor complete end unit.

Version A was agreed to be the right proposal, due to it's height and retail positioning flexibility.



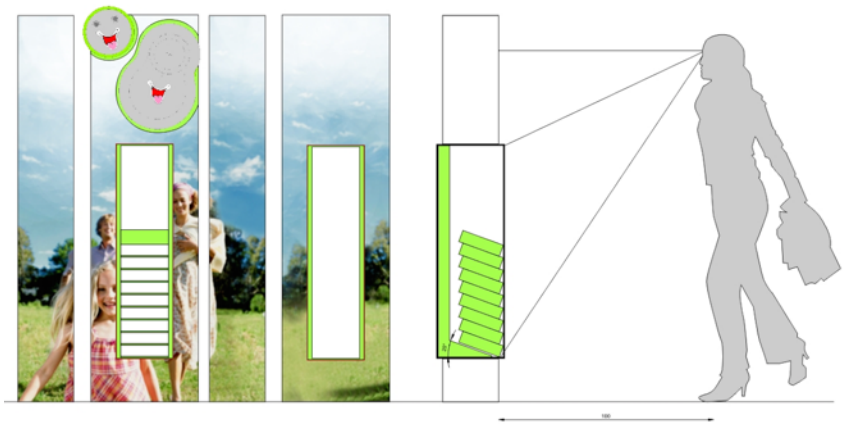


The display was developed in 3D with the dimensions and proportions defined from the commercial advisors:

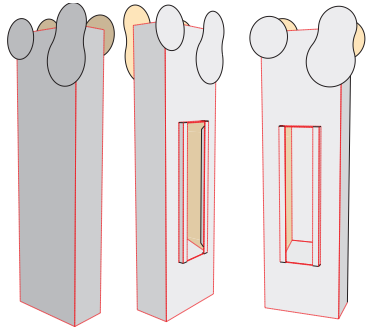
- Good visual presents.
- Effective communication.
- Hold up to 15 Kiddo units with dispenser style stacking.
- Cost less than 70 Euros.

Given these parameters, corrugated card was the obvious choice of material to construct this POS display.

I approached a local manufacturer called Smurfit Kappa, an internationally known producer for POS material, displays and packaging in Villa da Conde, and they helped me mechanically develop the final solution based on my design.

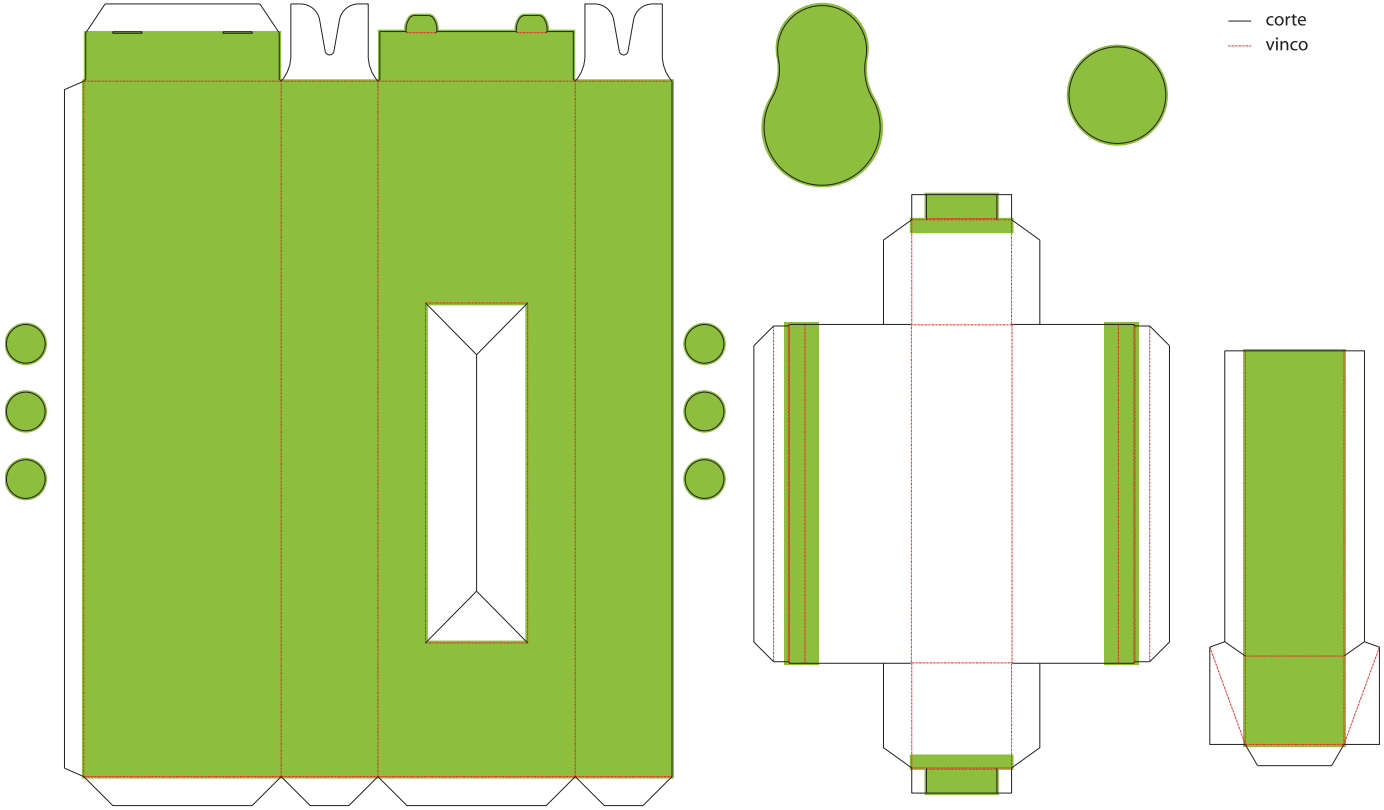


Smurfit Kappa
Display Portugal



Legenda

- àrea de impressão
- corte
- vinco

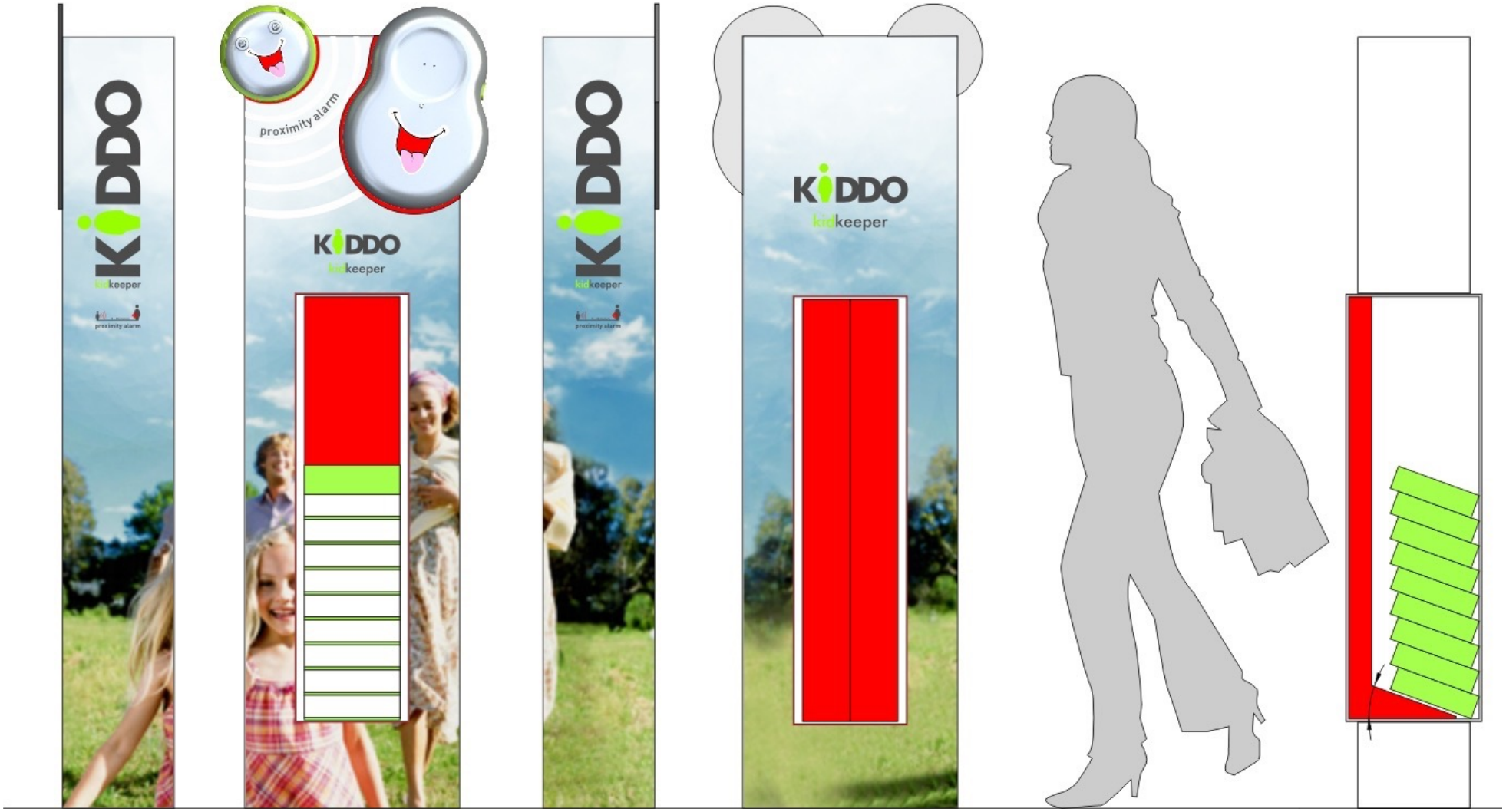


graphical layout

The graphic communication was based on the Kiddo packaging design and used the same images, illustrations and text, only in a larger scale.

There was some doubt about the stability of the unit, but after testing, it was considered stable with and without product inside and light enough not damage anyone if it fell.

The final cost of this display was, 61.15 Euros, with a minimum order of 50 units, 5 days lead-time and 10 day order advance.


KIDDO
kidkeeper
proximity alarm
KIDDO
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KIDDO
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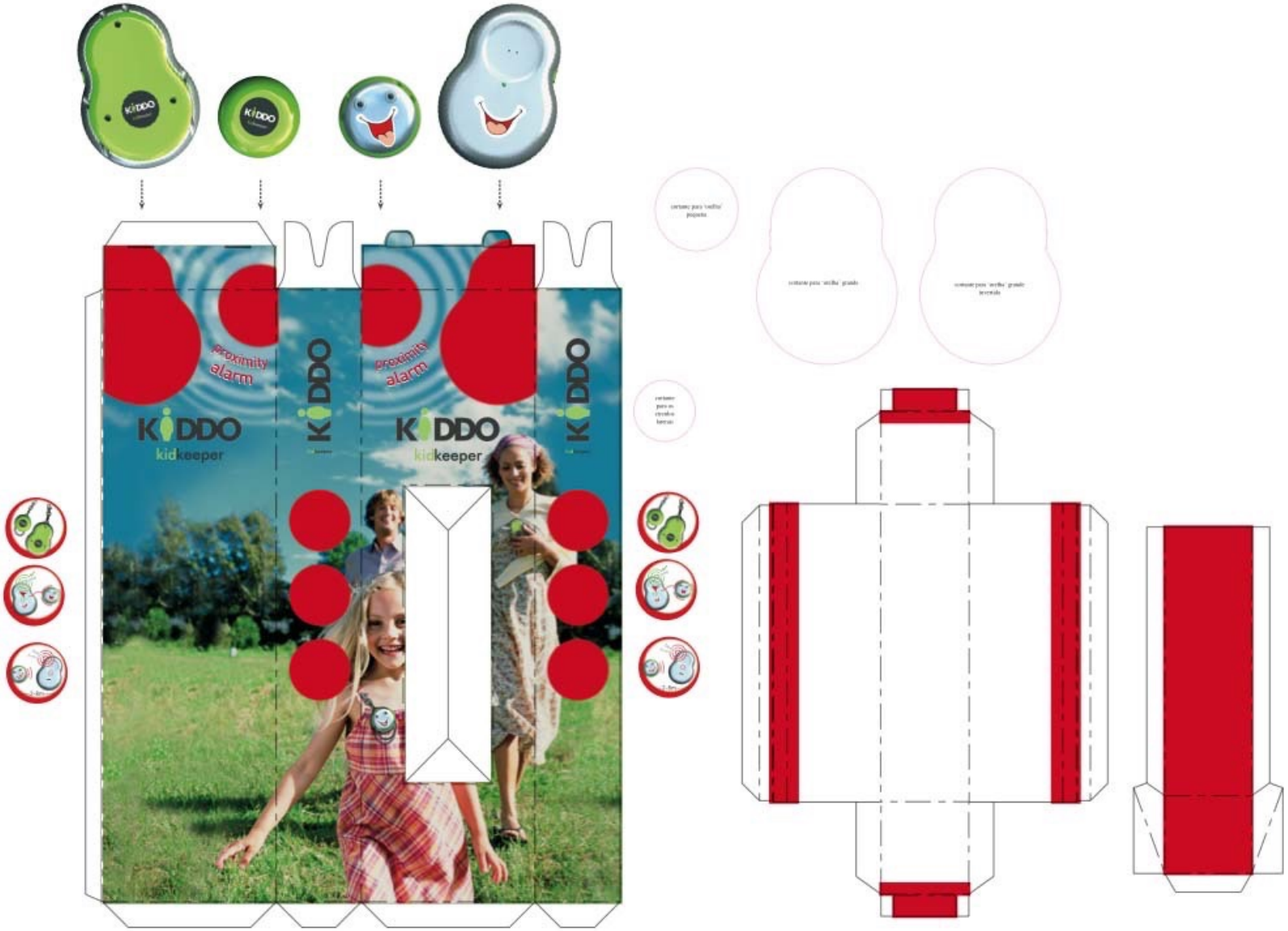
kidkeeper


proximity alarm
KIDDO
kidkeeper
KIDDO
proximity alarm
KIDDO
kidkeeper
KIDDO

publicity

The Kiddo product was successfully released onto the market in early 2007 and could be found in a wide variety of commercial outlets, including supermarkets, toyshops, play event areas and on the internet. It was available eventually in 11 different countries within the European community.

The product was quite unique and gained a lot of attention from many enthusiastic journalists, writing reviews, articles, interviews and short video documentaries.

JornaldasPME

Director: Joaquim Rocha da Cunha | Maio de 2008 | Ano V | Número 28 | Mensal | 1,50 euros

Angola | Portugal | Espanha

KIDDO ULTRAPASSA FRONTEIRAS

Página 19

CARLOS BAYAN FERREIRA, PRESIDENTE DA CCIPA

"O MERCADO ANGOLANO TEM DE SER OPCIONAL E NÃO ALTERNATIVO"

O seu Banco em Angola.

BFA BPI

MERCADO IBÉRICO

Marcas espanholas elegem Portugal

Página 4

ANGOLA

Novo fundo de fomento empresarial

Página 16

CONSTRUÇÃO

PORTUGAL

JORNAL DAS PEQUENAS E MÉDIAS EMPRESAS

Maio de 2008 | Página 19

PRODUTO PORTUGUÊS INOVADOR RECONHECIDO INTERNACIONALMENTE

Kiddo ultrapassa fronteiras

A prestigiada revista norte-americana "Jump into Tomorrow" colocou o produto português Kiddo Kidkeeper na lista dos produtos mais inovadores do mundo. Em entrevista ao Jornal das PME, João Oliveira, product manager da Smart Target (empresa portuguesa de investigação e desenvolvimento, detentora do Kiddo Kidkeeper), explica-nos as razões para tão importante distinção.

Jornal das PME – Eleito pela revista norte-americana "Jump into Tomorrow" como um dos produtos mais inovadores do mundo, na categoria de segurança, o que tem o Kiddo Kidkeeper de tão inovador que o levou a tão alto reconhecimento?

João Oliveira – Além da tecnologia utilizada (RFID), julgo que o factor preponderante deste reconhecimento deve-se, sobretudo, ao carácter inovador da aplicação em si.

O Kiddo Kidkeeper destaca-se pela sua evidente utilidade e funcionalidade, especialmente nos dias de hoje. O facto de poder ter ainda um vasto leque de outras aplicações (monitorização de bens valiosos, de doentes de Alzheimer, de animais de estimação, etc.) e de ter um design simplicista e atractivo, todos estes aspectos em conjunto fazem do Kiddo um sistema inteligente e reconhecidamente útil.

JPME – O que levou a Smart Target a lançar o Kiddo?

JO – O Kiddo Kidkeeper aparece numa lógica de identificação de uma oportunidade de mercado e de aproveitamento do know how interno.

Partindo desta base, optou-se por seguir uma política de parcerias e outsourcings com parceiros-chave e estratégicos, quer ao nível do desenvolvimento do produto, quer ao nível da distribuição.

JPME – Quais são as diferenças e vantagens que o Kiddo apresenta comparativamente a outros produtos semelhantes no mercado?

JO – Na verdade, o Kiddo é o único que, além de poder monitorizar mais que uma criança (até quatro em simultâneo), não provoca interferências com outros sistemas electrónicos, tem um sistema de garantia eficiente (garantia total de 2 anos) e é feito de materiais seguros e certificados, aliás, o mercado encarrega-se por si só de identificar a qualidade dos materiais utilizados. Tudo isto, aliado a um princípio de funcionamento muito fácil e eficaz, fazem do Kiddo um produto de posicionamento premium.

JPME – Como tem reagido o mercado ao vosso produto?

JO – A reacção tem sido muito positiva, ao ponto de em apenas 10 meses de actividade comercial o produto estar já em mercados tão importantes como o saxco, espanhol, romeno, mexicano, chileno, português, holandês, e, brevemente, também em França, EUA e Brasil.

JPME – Tem sido fácil a penetração no mercado internacional? Quais as maiores dificuldades que têm encontrado?

JO – Na verdade, a receptividade maior surgia precisamente do exterior, apesar de acontecimentos como o "caso Maddie" e outros. Nunca é fácil para uma start up portuguesa, e com recursos limitados, impor-se de imediato num âmbito internacional, mas com uma aposta numa boa estratégia de comunicação e de parcerias de distribuição estratégicas por países foi relativamente rápido a penetração nos mercados citados. O produto por si também ajuda muito, pois temos recebido muitas solicitações e de todas as partes do globo.

COMO O KIDDO PODE PROTEGER AS CRIANÇAS?

O Kiddo Kidkeeper é um alarme de proximidade inovador que permite prevenir perdas e acidentes infantis. É composto por duas unidades: um emissor (que é fixo à criança) e um receptor (que é transportado pelo adulto).

O adulto pode definir a distância de afastamento máxima preterdida. Sempre que aú criançaú se afastarérmi mais que essa distância pré-seleccionada, o Kiddo gerará um alarme sonoro, possibilitando, assim, e em poucos segundos, recuperar a criança para junto de si novamente.

Desenvolvido pela empresa portuguesa de investigação e desenvolvimento Smart Target, os seus promotores apontam como sua missão "conceber soluções que possam garantir o bem-estar e a tranquilidade de toda a família". Daí que o Kiddo Kidkeeper surge como "um projecto pioneiro, um conceito arrojado e inovador a nível mundial".

Para conhecer mais acerca deste produto português inovador aceda ao site www.kiddo-kidkeeper.com

jornal pme

One of the first articles was written by PME's in-house newspaper that was proud to announce in 2008, that Kiddo had penetrated markets in 11 different countries within Europe and that commercial interest was coming from other countries outside the EU.

tv spots, films and ads

News channel TVI, Portugal:
https://www.youtube.com/watch?v=TbwFWAEGkCE

Online sites and reports:
http://www.curiosite.com/scripts/product/enproduct.php?idproducto=42909717

http://www.removethelabels.com/2008/02/28/kiddo-kidkeeper-proximity-alarm/

http://www.gizmag.com/kiddo-proximity-alarm-system/8834/

http://www.ohgizmo.com/2008/02/28/kiddo-kidkeeper-proximity-alarm/

http://www.alibaba.com/product-detail/KIDDO-Kid-keeper_103703999.html

http://www.apartmenttherapy.com/kiddo-kidkeeper-proximity-alar-72610

http://www.techfresh.net/kiddo-proximity-alarm-system/

http://www.markpascua.com/2008/02/20/kiddo-kidkeeper-proximity-alarm/

http://dolennididdorol.blogspot.pt/2008/03/kiddo-child-proximity-alarm-locator.html

http://www.trendhunter.com/trends/virtual-fence-for-kids-kiddo-kidkeeper

website

http://kiddo-kidkeeper.50webs.com/

final note

and annex

My memories and thoughts about this project.

I could not say if this project was hugely successful or not, but I can say that it was a great and interesting experience for me to be involved in so many aspects of the design.

From the very first meetings with Joaquim Cunha, Paulo Araujo and Sergio Teles, it was communicated that they intended to develop innovative and cost effective products (like Kiddo) for global markets, run them for a few years and then replace them with new products and businesses. Kiddo stopped production in 2010 and stocks continued to be available online until 2012, therefore surviving a five year shelf life period and with over half a million units sold.

Today I still have contact with all the partners involved:
Joaquim Cunha left PME Portugal and emigrated to Brazil in 2009 to develop other business relations.
Paulo Araujo moved part of his business to Angola in 2012 to explore geographic analysis to construction developments.
Sergio Teles developed partners with Fehst Components (Braga) in 2010 and created a a brand in Automation systems called Only. Today Sergio now owns has own brand of Automation call A-Touch of which I helped design.

The Kiddo project proudly makes part of my professional portfolio and demonstrates my design capacity to function in mass consumer markets both for corporate internationals and ‘start-ups’ business like this one.

Last look:)

KiDDO
kidkeeper
proximity alarm
1-6 yrs
2 - 8 m

KiDDO
kidkeeper
proximity alarm 1-6 yrs

annex material

Additional documents and computer files to support various sections of this project:

- 2.0, Introduction and briefing

- PDF Baby toys surveillance

- 6.0, Key meetings

- PDF 3D Design presentation

- 8.0, Technical

- 2D PDF , DWG files and 3D IGS files
- PDF Make-up sheets

- 9.0, Graphics

- PDF Kiddo Corp ID presentation

- 10.0, Packaging

- 3D packaging file, SketchUp file
- PDF Design presentations and graphic files
- Packaging DWG and PDF files

- 12.0, POS Display

- 3D display, SketchUp file
- PDF technical plan

- 13.0, Publicity - http links

Konsumentverket/KO

PM 2005:3

Baby toys

Market surveillance of toys for very young children

Konsument verket • KO

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Project managers: Åsa Lindquist, Marie Edström and Ursula Cronsten

Baby toys
Market surveillance of toys for very young children
PM 2005:3
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Summary

The National Consumer Agency is the surveillance authority for monitoring compliance with the Swedish Toy Safety Act and the Product Safety Act. We therefore carried out a surveillance inspection of baby toys in the spring of 2004: in this context, 'baby toys' are those intended for babies still too young to sit up.

The purpose of the operation was to see if the baby toys on the market complied with the applicable safety requirements, and to see if they had improved since previous inspections. In 1994, rattles were the object of the inspection: 30 failed out of 60 examined. In 1998, 66 were tested, and 19 failed.

32 toys intended for the very youngest babies were tested in the 2004 inspection. Six of them failed the safety requirements in the Toy Safety Act: pictures of these six toys are reproduced in Appendix 2. A further four toys lacked satisfactory information.

It can be seen that the results have improved, but it is still not acceptable that so many toys intended for the very youngest children do not meet safety requirements.

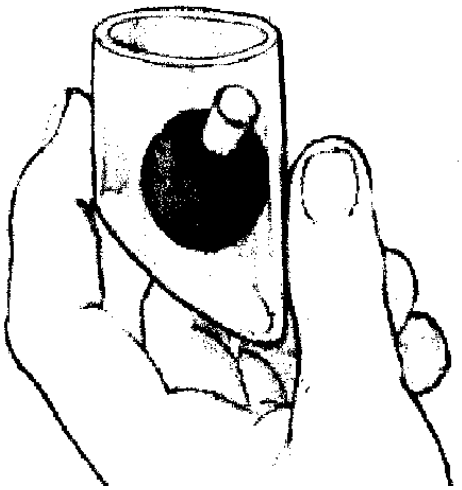


Figure 1. The test cylinder models a child's throat.

Background

Swedish and European safety regulations for toys include special requirements applicable to toys intended for the youngest children. Swedish Standard SS-EN 71-1:1998 sets out the detailed minimum requirements that toys must fulfil if they are to be assumed safe in accordance with the Toy Safety Act. These requirements cannot be got round by applying a warning text stating that the toy is not suitable for that age group.

Rattles and baby toys are intended to be used by babies in, for example, a cot, a cradle or a pram: in other words, in situations where the baby is not being watched all the time. It is therefore reasonable to require that such toys must be very safe. The standard says, for example, that they must not incorporate any small parts or long strings, tapes etc. In addition, toys that are intended for babies who cannot yet sit up must not have any projecting parts that could hurt the child's throat if he/she puts the toy into his/her mouth and then turns over on to his/her stomach. Toy mobiles, intended for hanging over the cot, cradle or pram, must comply with the requirements of the standard, as they are also given to children to play with.

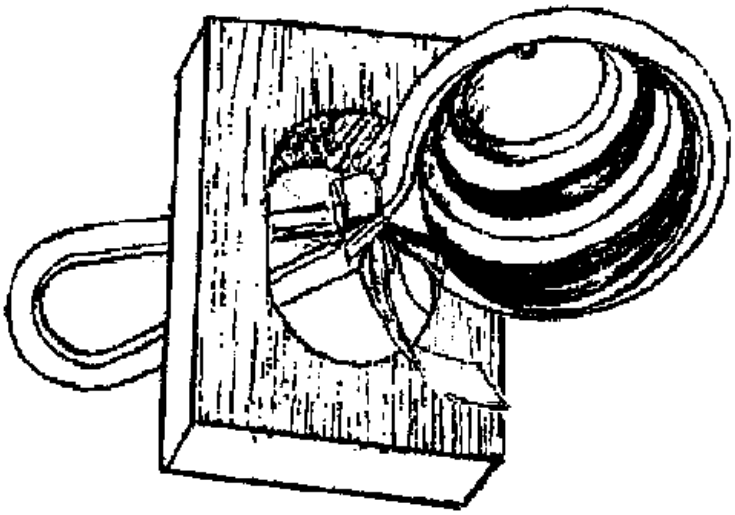


Figure 2. Gauge for testing projecting parts of baby toys.
(Models a baby's mouth.)

Safety requirements for baby toys

Swedish Standard SS-EN 71-1. 1998 sets out detailed requirements concerning rattles and other toys for babies who cannot sit up, as follows:

- Parts that are so small that they can fit in the test cylinder shown in Figure 1 must not be loose, nor come loose when subjected to the tension test.
- Stuffing or filling materials must not contain any hard or sharp foreign materials, while hard pieces of the stuffing or filling that fit in the test cylinder (see Figure 1) must not be accessible after pull testing of the seams.
- Parts that come loose in the soak test must not be so small that they fit into the test cylinder.
- Large pieces of thin plastic film must not come off in the pull test.
- The toys must not have any sharp edges, tips or points.
- Strings or tapes on toys must not be so long that they could strangle the child (220 mm), and nor may they be so thin that they could cut into fingers etc.
- There must be no protruding parts that are sufficiently long to injure the child's airways or induce the retching reflex (see Figure 2).
- Liquid-filled rattles and teething rings must display a warning that they must be cooled only in a refrigerator, and not in a freezer.
- Toys intended for stringing across a cot, cradle or pram must show a warning that they must be removed when the child starts to get up on his/her hands and knees (see Figure 3).

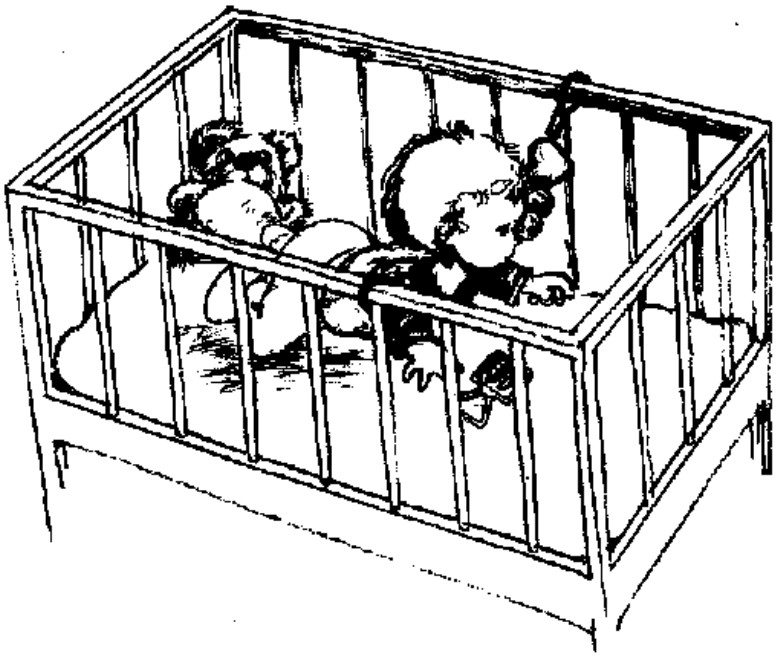


Figure 3. Babies who can get on to their knees are at risk of hanging over toys stretched across their cots.

Buying the toys

32 rattles were purchased by local authority consumer advisers in twelve cities/towns: Borås, Gothenburg, Huddinge, Kristinehamn, Luleå, Malung, Nybro, Piteå, Skellefteå, Södertälje, Västerås and Östersund. Some of the rattles were bought in hypermarkets, but most were bought in toy shops.

B	Borås	Gö	Gothenburg	Hu	Huddinge
Kr	Kristinehamn	Lu	Luleå	Ma	Malung
Nyb	Nybro	P	Piteå	Sk	Skellefteå
Sö	Södertälje	Vå	Västerås	Ös	Östersund

Table 1. Abbreviations for the city/town names in the survey

Testing

The toys were tested in April 2004 by SP Swedish National Testing and Research Institute in Borås in accordance with SS-EN 71-1:1998, Toys - Safety Regulations - Mechanical and Physical Properties. They were tested for strength and geometric shape. Strings, tapes etc. were measured, and warning labels/texts and other marks were also examined. SP's project number for the work was P4-00872.

Results

32 baby toys were tested. Six did not meet the safety requirements. They are:

Kr 3 - **Jolly Baby** from **Libro** have parts that protrude the template (Figure 2), which means that there is a risk of the child injuring his/her airways on parts that project too far into his/her mouth/throat.

Lu - The rubber band on the **Babyproffsen** pram toy is too long, creating a risk of strangulation if the child gets it around his/her neck.

P 3 - **Jolly Baby** from **Libro** have parts that protrude the template (Figure 2), and lack fitting instructions. Risk of injury to airways, and risk of incorrect fitting.

Vå1, Mobil from **Trademan** have small parts that come loose. Risk of suffocation (Figure 1).

Ös 2 - **Jolly Baby** from **Libro** have parts that protrude the template (Figure 2).

Ös 3 - The **Micki** pram rattle has small parts that come loose. Risk of suffocation (Figure 1).

(See Appendix 2 for pictures of these items.)

Four other toys received comments, as certain information was inadequate. There was, for example, no information to say that the toy should be cooled only in a refrigerator, or that it must not be given to a baby once he/she has started to get on to his/her hands and knees. Some rattles were marked as unsuitable for children younger than three, and a mobile for fastening to a cot had no fitting instructions.

Conclusions

The inspection shows that toys are still being sold that do not meet the requirements applicable to their safety. Despite the fact that most of them were bought in ordinary toy shops, they did not meet the requirements.

In 1994, 30 out of 60 rattles that were tested failed the tests. In 1998, the figures had improved to 19 failures out of 66 tested.

This 2004 market test examined 32 toys intended for the very youngest babies. Six of them failed the safety requirements in the Toys Act, and a further four lacked satisfactory information.

It seems as if the safety of these toys has improved, but it is still not acceptable that so many toys intended for the very youngest children do not meet safety requirements. All of them were CE-marked, which means that the manufacturer/importer guarantees that they fulfil the safety requirements. Nevertheless, six products showed serious safety shortcomings.

What has happened since?

All the suppliers selling the toys with safety shortcomings have stopped selling them, and have recalled them from retailers. The suppliers of the toys with the less serious non-compliances have been notified of the requirements and told to deal with the non-compliances. The case references for the toys are 2004/3972, 2004/3976, 2004/3977, 2004/3978, 2004/3979 and 2004/3980.

Appendix 1

Tabel of the tested toys

Co-de	Name/mark and a short description of the toy	Importer/ manufac-turer to Sweden name and adress	Retailer name and place	Markning: warning and CE-mark	Fulfils the re-quire-ments of me-chanical safety	Fulfils the re-quire-ments of label-ling
Gö 1	Wooden Rat-tle with Ball	TopToy A/S ROSKILDE Danmark	BR GÖTE-BORG	CE	Yes	Yes
Gö 2	Doll in bag to be worn on arm	TopToy A/S ROSKILDE Danmark	BR GÖTE-BORG	CE	Yes	Yes
Gö 4	Trumpet rattle	TopToy A/S ROSKILDE Danmark	BR GÖTE-BORG	CE	Yes	Yes
Hu 2	Bambino Pram rattle	TopToy A/S ROSKILDE Danmark	BR Leksa-ker, HUD-DINGE	CE Info to re-move the toy accord-ing to EN 71 p7.12	Yes	Yes
Hu 3	Brio Joker teether	BRIO 283 83 OSBY	Stuvsta Lek o hobby-hörna HUD-DINGE	CE Info to cool in re-fridgerator according to EN 71-1 p.7.13	Yes	Yes
Hu 1	Kids II Rattle “Twist ‘N Whirl”	Rätt start AB Kemistv. 10 183 14 TÄBY	Babyland KUNGENS KURVA	CE	Yes	Yes
Kr 5	Winnie the Pooh, Wrist rattle	Carlo i Jön-köping AB, Betav. 10, 556 52 JÖNKÖ-PING	BRIO KRISTI-NEHAMN	CE	Yes	Yes

Co-de	Name/mark and a short description of the toy	Importer/ manufac-turer to Sweden name and adress	Retailer name and place	Markning: warning and CE-mark	Fulfils the re-quire-ments of me-chanical safety	Fulfils the re-quire-ments of label-ling
B 2	Baby Joker, Ring with pieces in shape of fruits	BRIO, 283 83 OSBY	Överskotts-bolaget BORÅS	CE	Yes	Yes
Kr 2	Baby Buddy Rattle/liquid filled teether	VN, Kvarnhags-gatan 4, 165 54 HÄSSEL-BY	BRIO KRISTI-NEHAMN	CE Info to cool in re-fridgerator according to EN 71-1 p.7.13	Yes	Yes
Kr 1	Baby Joker Cylinder shaped rattle	BRIO 283 83 OSBY	Leksaks-boden, KRISTI-NEHAMN	CE	Yes	Yes
Kr6	Soft toy with rustling and squeezing sound	Rätt start, Box 1402, 183 14 TÄBY	Leksaks-boden KRISTI-NEHAMN	CE	Yes	Yes
Ma 1	Pram toy "Bamse”	Kärnan HELSING-BORG	Dalaridå MALUNG	CE Info to remove the toy accord-ing to EN-71 p7.12	Yes	Yes
Ma 2	"Ponny Pal"	Grossist-service Box 1430 17127 SOLNA	Hemköp MALUNG	CE	Yes	Yes
Ny 1	Baby Joker, Liquid filled teether	Brioleksaker 283 83 OSBY	Överskotts-bolaget NYBRO	CE Info to cool in re-fridgerator according to EN 71-1 p.7.13	Yes	Yes
P2	Joker. Baby Rattle	Playmix BRIO 283 83 OSBY	Barnens Hus, PITEÅ	CE	Yes	Yes

Code	Name/mark and a short description of the toy	Importer/ manufacturer to Sweden name and adress	Retailer name and place	Markning: warning and CE-mark	Fulfils the requirements of mechanical safety	Fulfils the requirements of labelling
Sk 3	Baby (Joker) Rattle with small soft toy	BRIO AB 283 00 OSBY	Lek & Hobby SKELLEFTEÅ	CE 0+	Yes	Yes
Sk2	"Baby Baby" Sand fish rattle	Alrico försäljning AB Box 358 871 27 HÄRNÖSAND	Jacks Import & Varuhus SKELLEFTEÅ	CE 3m+	Yes	Yes
Sö	Joker Musical dog	Playmix BRIO 283 83 OSBY	Södertälje leksaks ab SÖDERTÄLJE	CE Info to remove the toy according to EN 71 p7.12	Yes	Yes
Vå 2	Bambino Rattle with mirror	ICA Hem o fritid, Special AB 351 82 VÄXJÖ	Ica Maxi Stormarknad VÄSTERÅS	CE	Yes	Yes
Vå 3	Bambino Liquid filled music rattle	Top Toy A/S DK 4000 ROSKILDE Danmark	Toys R Us VÄSTERÅS	CE	Yes	Yes
Ös 1	Liquid filled teether	Babyproffsen Mårtensg 11 33230 GISLAVED	Baby-Mys AB ÖSTERSUND	CE Info to cool in refridgerator according to EN 71-1 p.7.13	Yes	Yes
Kr 4	The first years liquid filled teether	Carlo i Jönköping AB, Betav. 10, 556 52 JÖNKÖPING	Leksaksboden, KRISTINEHAMN	CE 3m+ Info about cooling only in English	Yes	No Instruction about cooling is missing

Co-de	Name/mark and a short description of the toy	Importer/ manufac-turer to Sweden name and adress	Retailer name and place	Markning: warning and CE-mark	Fulfils the re-quire-ments of me-chanical safety	Fulfils the re-quire-ments of label-ling
Ny 2	The first Years, liquid filled teether.	Carlo i Jön-köping AB, Betav. 10, 556 52 JÖNKÖ-PING	Briobutiken NYBRO	CE 3m+ Info about cooling only in English	Yes	No. Instruc-tion about cooling is miss-ing
P1	4 Evertoys. Baby First Toys. 3 rattles	Alrico Fö-räljnings AB Box 358 871 27 HÄRNÖ-SAND	Sabels Låg-prisvaru-hus, ÖJEBYN	CE Age warn-ing 3 years, small parts	Yes	No Wrong label-ling. A rattle is in-tended for chil-dren <3
Sk 1	Hand Bells Handheld toy	Tiimari OY Haapalanki 152 40 LAHTI	Tiimari SKELLEF-TEÅ	CE Age warning 3 years, small parts	Small parts came de-tached	This toy could be in-tended for chil-dren over 3
B 1	Activity jun-gle suction toy	Matell, Ringager4C, 2605 BRÖNDBY DK		CE	Part (big) came de-tached	Yes

Code	Name/mark and a short description of the toy	Importer/ manufacturer to Sweden name and adress	Retailer name and place	Markning: warning and CE-mark	Fulfils the requirements of mechanical safety	Fulfils the requirements of labelling
P3	Jollybaby. Musical Mobile	Librogruppen AB Box 221, 421 23 VÄSTRA FRÖLUNDA	Robin Hood, PITEÅ	CE Info to remove the toy according to EN 71 p7.12	No protroded template A and B	No. Assembly instruction is missing in Swedish
Vå 1	Mobil of wood	Trademan AB Box 13014 250 13 HELSINGBORG	Aros Baby VÄSTERÅS	CE Age warning 3 years, small parts	No. Small parts came detached	No. This toy is intended for children under 3
Ös 2	Jolly Baby "Nalle"soft rattle with clip	Libro Gruppen AB Box 221, VÄSTRA FRÖLUNDA	BarnensHus ÖSTERSUND	CE Info to remove the toy according to EN-71 p7.12	No Protroded template A and B	Yes
Lu	Babyproffsen Pram rattle. To be fixed over the pram or bed.	Babyproffsen Mårtensg 11 332 30 GISLAVED	Barnvagnen LULEÅ	CE Info to remove the toy according to EN 71 p7.12	No. The perimeter of the noose is too long	Yes
Kr 3	Jollybaby "Discovery Pram rattle" with clip	Librogrupp Box 221, V:A FRÖLUNDA		CE	No Protroded template A and B	Yes
Ös 3	K's Kids "Wayne, Julia and Barbara" Pram rattle	Micki Leksaker 332 30 GEMLA	Lekstugan ÖSTERSUND	CE Info to remove the toy according to EN 71 p7.12	No. Small part came detached	Yes

Appendix 2

Pictures of toys that did not meet the safety requirements

Kr3

Foto 16 LU-Barnvagnsleksak

Lu

Foto 23 P3-Musikmobil

Foto 24 P3-Musikmobil, monterad

P3

Foto 29 VÅ1-Hängmobil Vå1

Foto 33 ÖS2-Vagnsleksak Ös 2

Foto 34 ÖS3-Barnvagnsleksak Ös3

Appendix 3

The Toy Safety Act and the CE mark

Special safety requirements apply for toys in accordance with the Toy Safety Act, a government directive, and the guidelines defined by the Swedish Consumer Agency (KOV). The legislation for this is based on a direct translation of the EU Directives pertaining to the safety of toys (88/378/EEG). A toy may only be sold if it fulfils the demands made in law regarding safety, information and marking. If a toy is manufactured in full compliance with the European standard for toy safety, then it is also considered to have fulfilled the Toy Safety Act. However, should the manufacturer chose not to make the toy in accordance with the legislation or in complete compliance with the standard, the toy must be type-approved by a third party (a so called Registered Body).

The Swedish Consumer Agency can, supported by the Product Safety Act, take action should a toy fail to fulfil the safety regulations, even if the toy lives up to the requirements of the standard or if it has been type-approved. In this instance the requirements of the standard may have been set too low, or an application of the standard or regulations has not been established.

If a toy is to fulfil the requirements of the Toy Safety Act, then it must carry the CE symbol. The manufacturer (or the importer/representative) has the right to use the CE symbol in a process commonly termed self-certification. Through this action, the manufacturer, thereby, confirms that the toy has been made in accordance with the relevant safety requirements.

Toys that do not carry the CE symbol may not be sold. It is also against the law to sell a CE marked product that does not fulfil the requirements of the act with regard to safety, information and marking.

As many consumers regard the CE symbol as a sign of quality, which indicates that a toy has been tested and declared safe, then it can be very misleading if it is displayed on a toy that fails to fulfil the requirements of the standard.

A retailer who breaks the law by selling toys that do not fulfil the requirements as stated in the standard can be tried in a court of law and fined or sent to prison for a maximum sentence of one year. This applies irrespective of whether the retailer acts intentionally or unintentionally. Responsibility for taking legal action resides with the Swedish Consumer Agency.

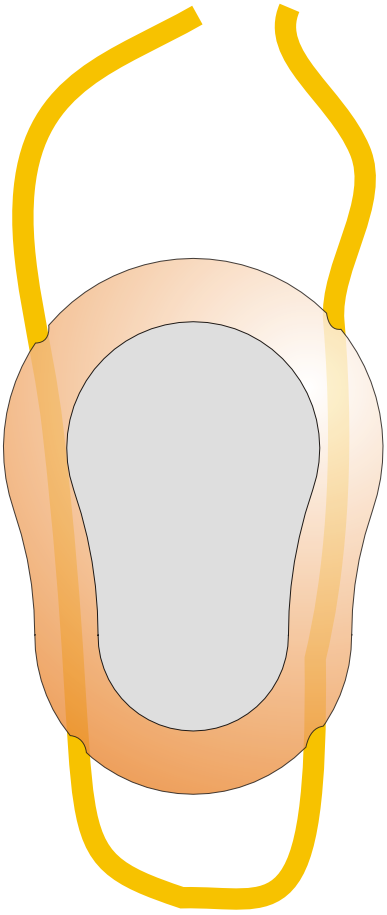
Appendix 4

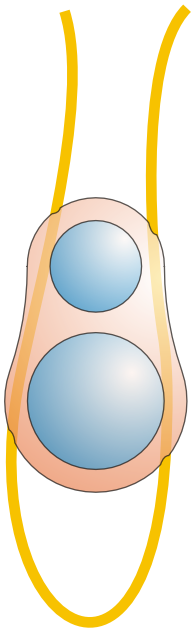
The Product Safety Act

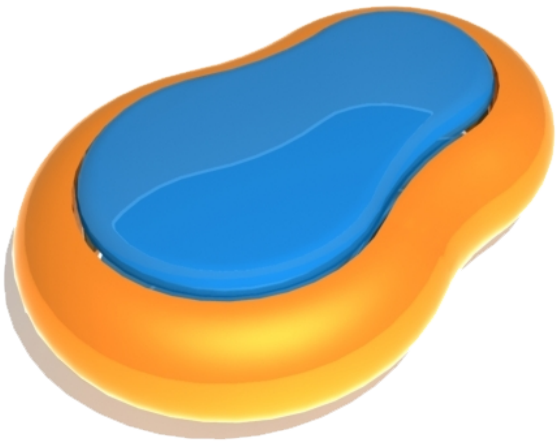
The Swedish Product Safety Act transposes the General Product Safety Directive of the European Union (2001/95/EC).

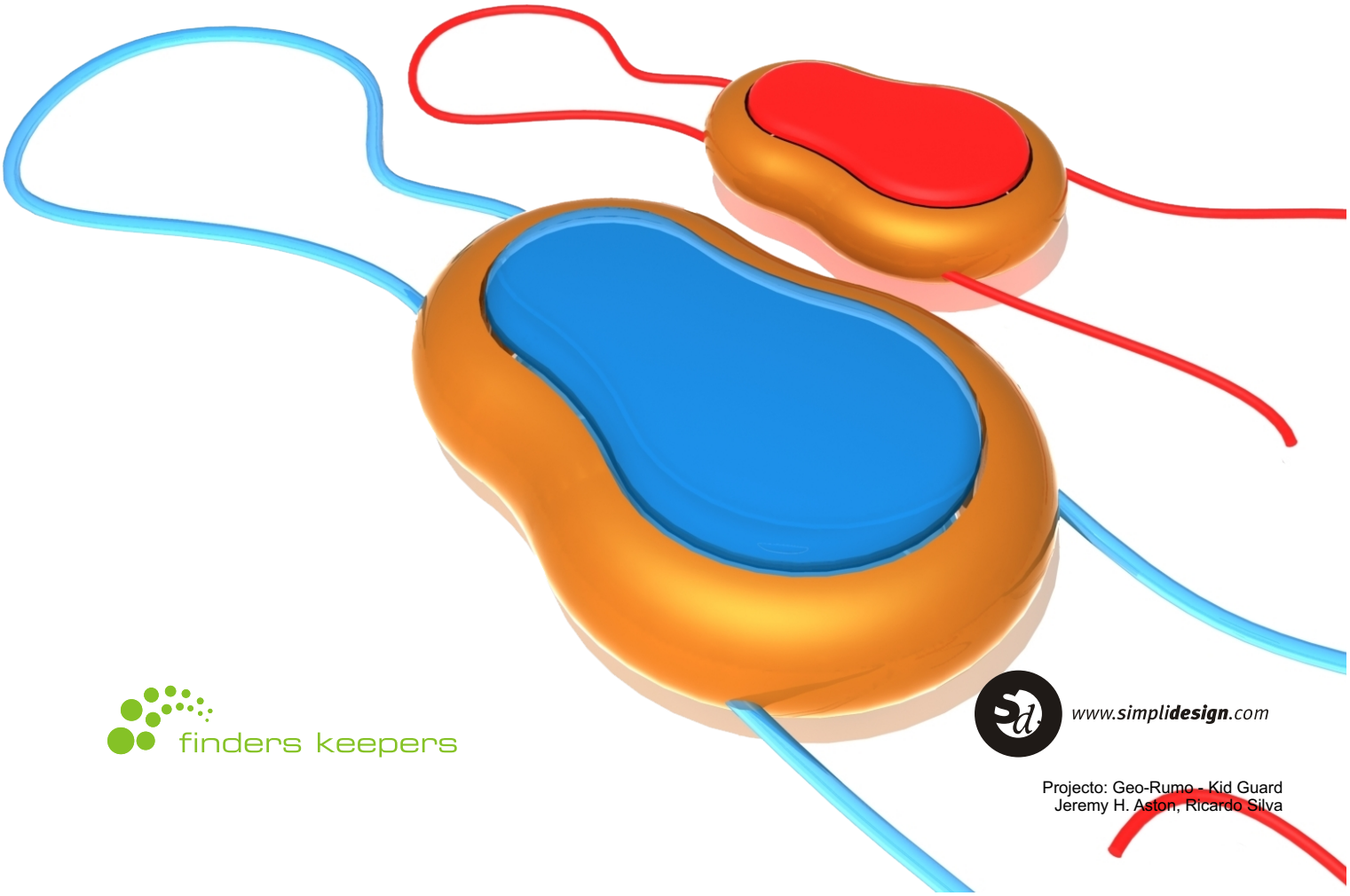
If a product that is sold in the open market does not fulfil relevant safety legislation and does not comply with the demands as stated in the standard, then the company responsible for that product should, in accordance with the Product Safety Act, take any actions necessary to increase safety. The company can, for example, be ordered by the enforcement authority to cease sales of a particular product. Non-compliance will result in a fine being imposed. The company can also be ordered to recall products that have already been sold. Recalls can be made either from the retailer or from consumers. Information about recalls is usually published in newspapers to ensure that as many people as possible are aware that the item should be returned. The company can also be ordered to include a warning text or other safety information with the product.

If a company is made aware that a product or service, which it provides or has provided, is unsafe, the company must report this to the Swedish Consumer Agency or to another relevant authority.









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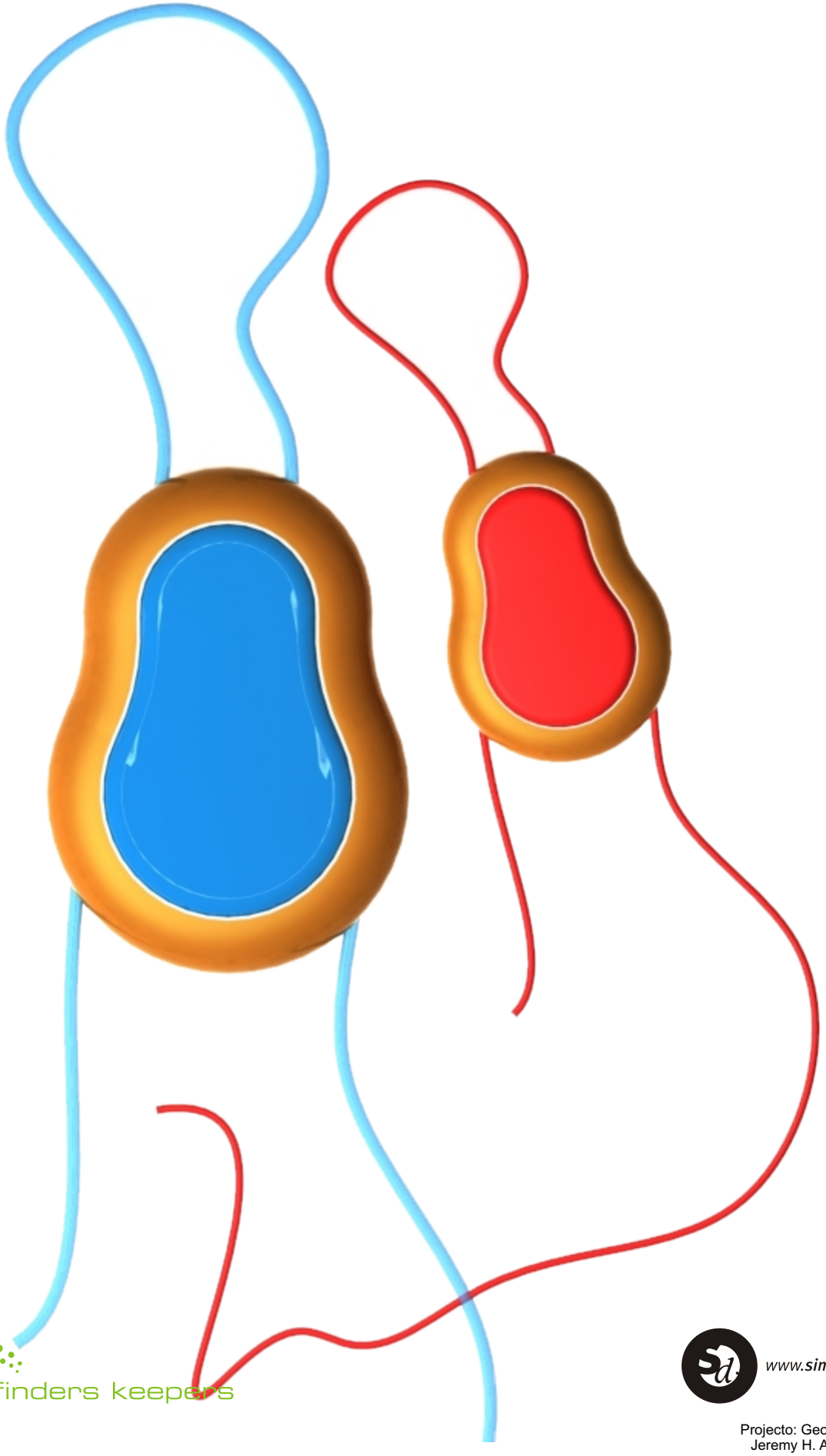
Jeremy H. Aston, Ricardo Silva



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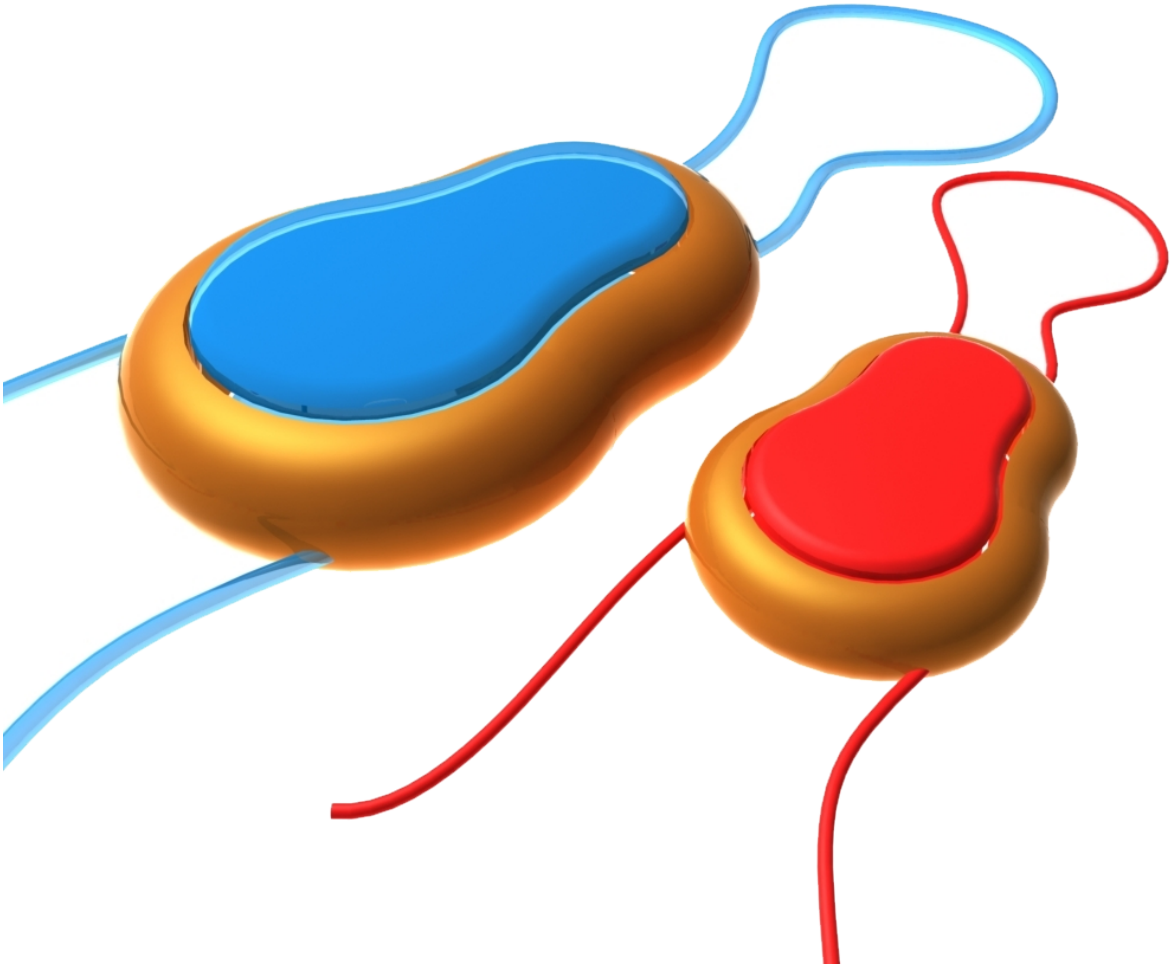

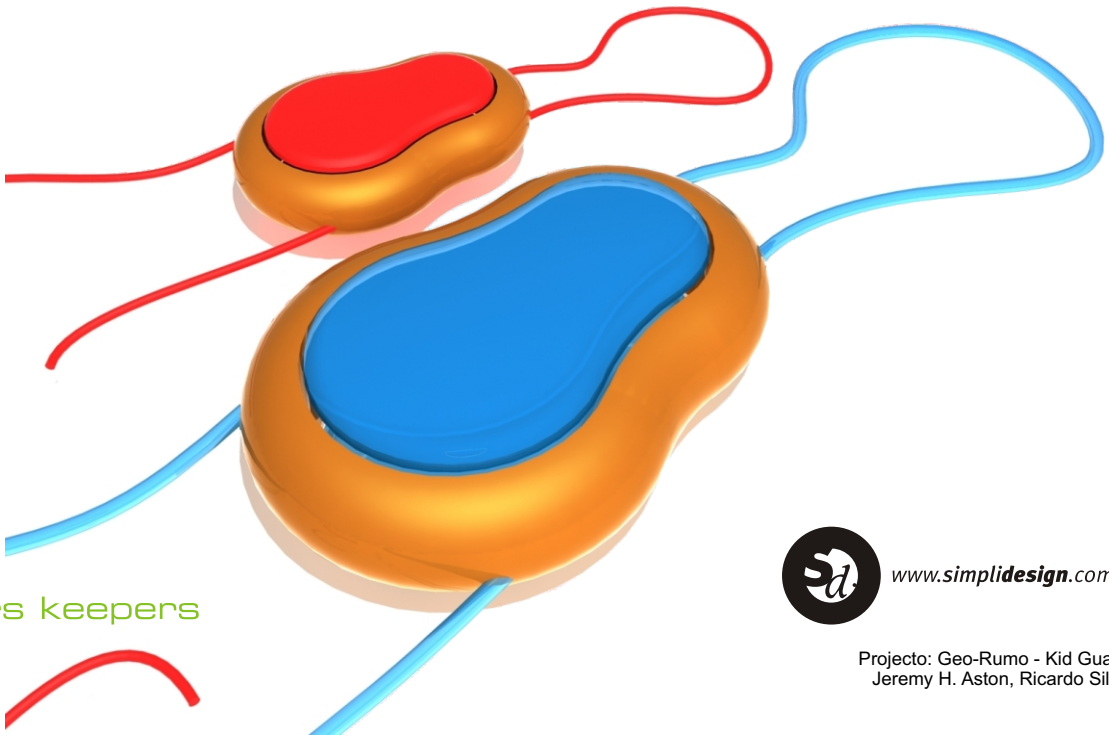

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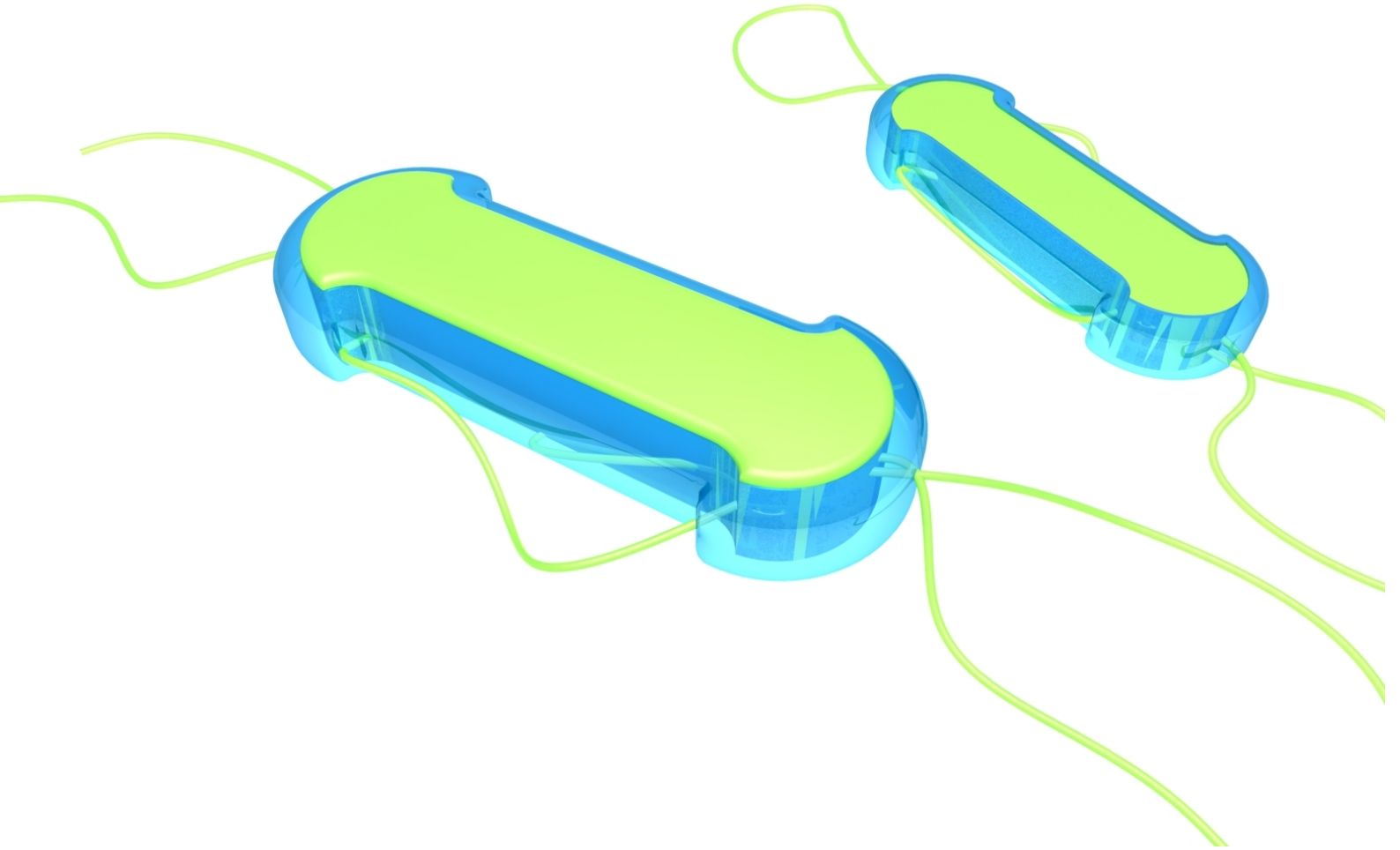

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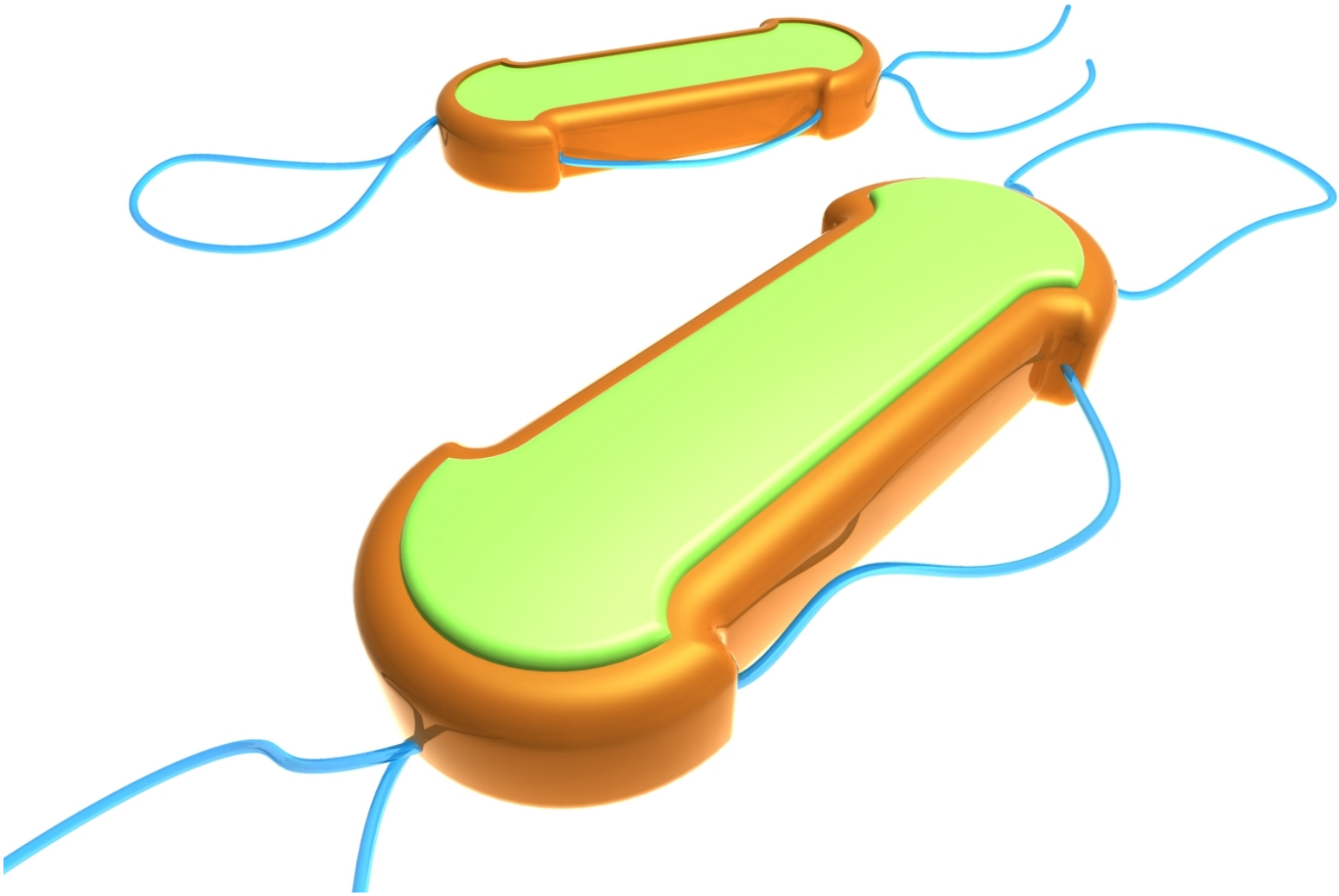
Projecto: Geo-Rumo - Kid Guard
Jeremy H. Aston, Ricardo Silva



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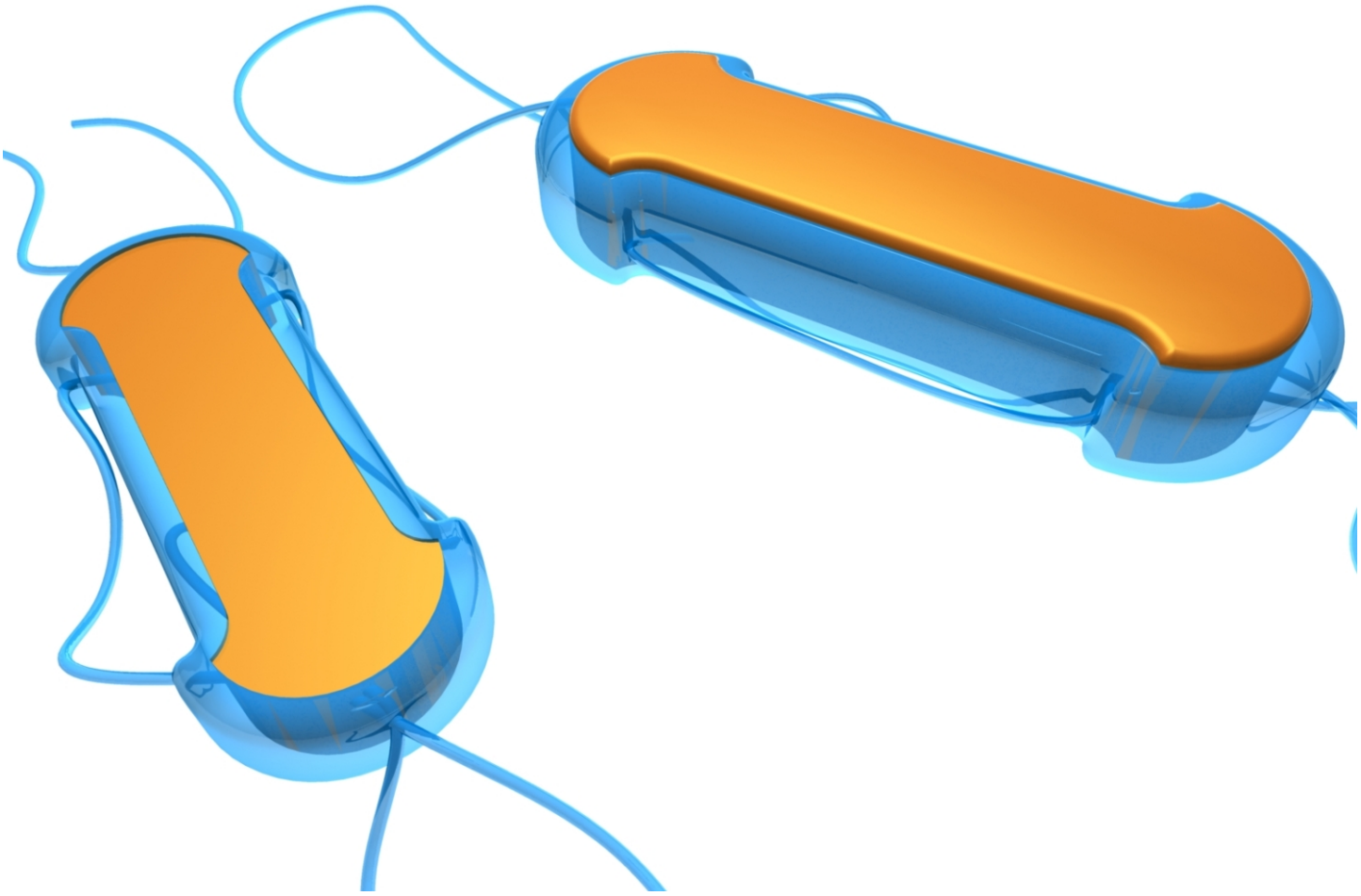
Projecto: Geo-Rumo - Kid Guard
Jeremy H. Aston, Ricardo Silva



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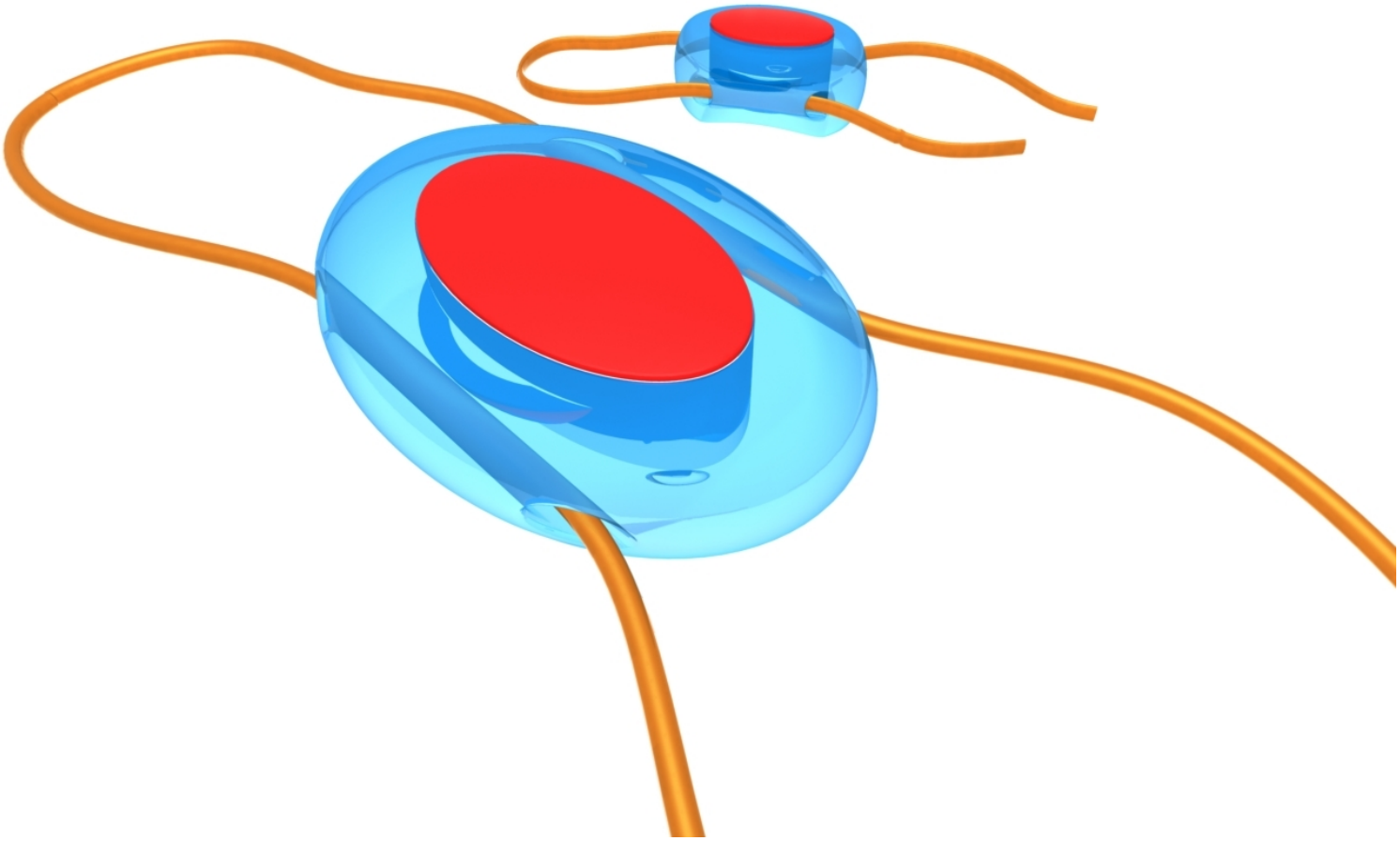
Projecto: Geo-Rumo - Kid Guard
Jeremy H. Aston, Ricardo Silva



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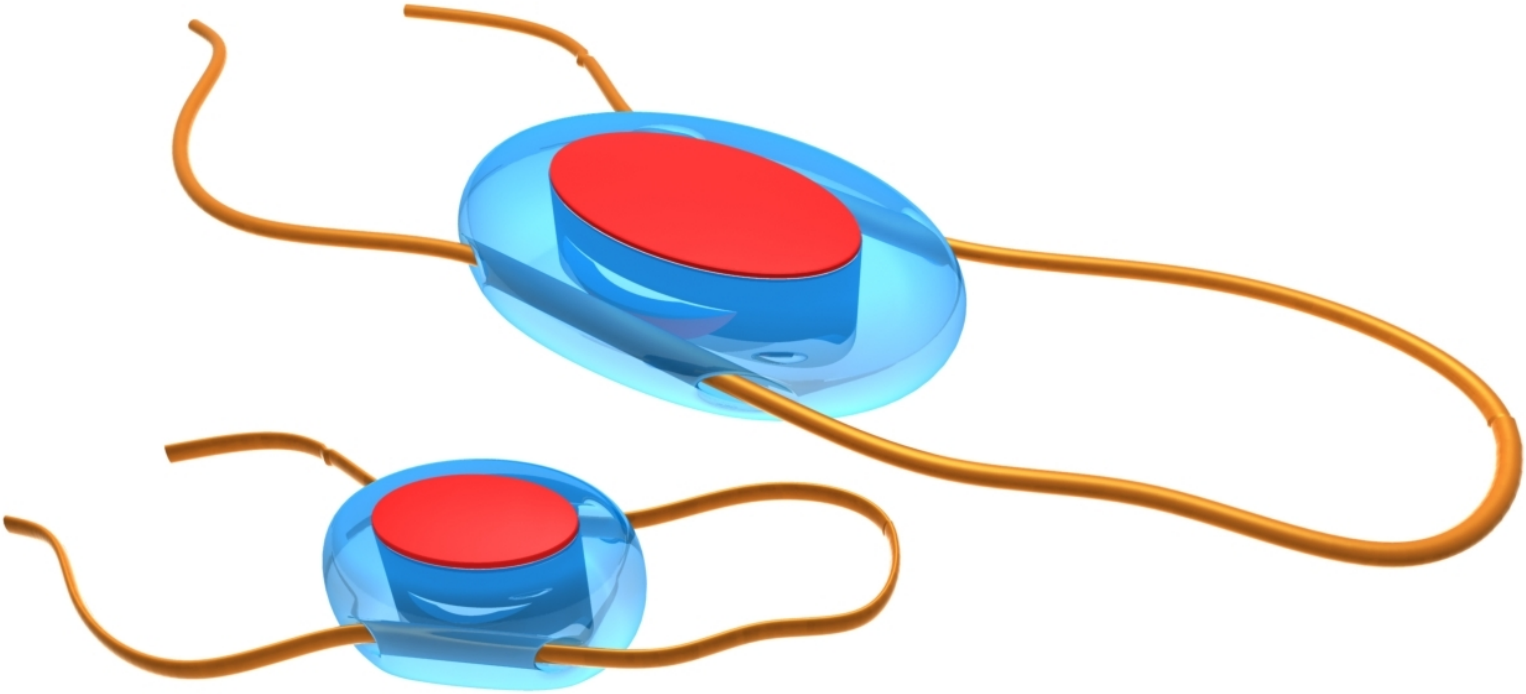
Projecto: Geo-Rumo - Kid Guard
Jeremy H. Aston, Ricardo Silva



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Projecto: Geo-Rumo - Kid Guard
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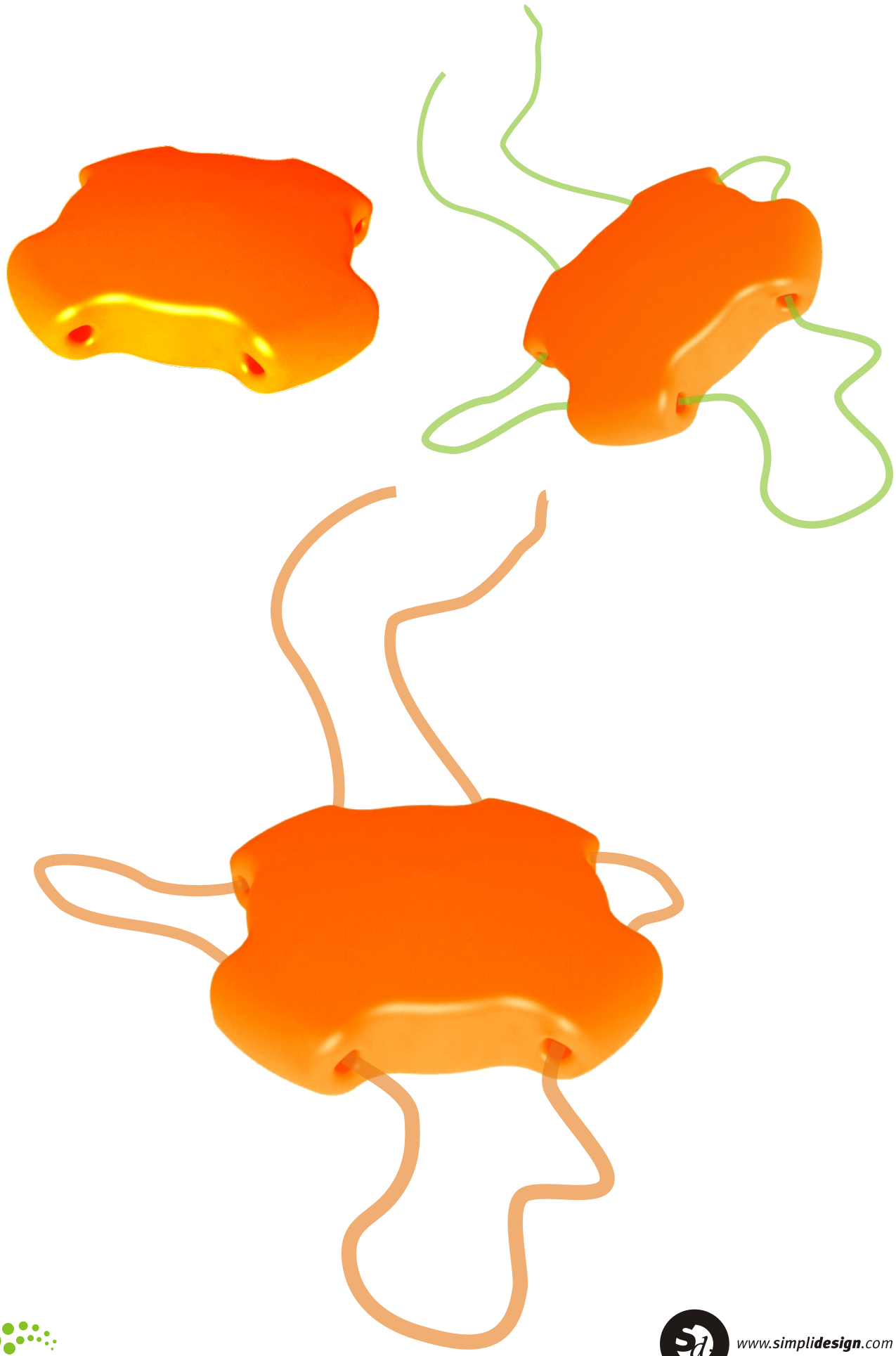

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Projecto: Geo-Rumo - Kid Guard
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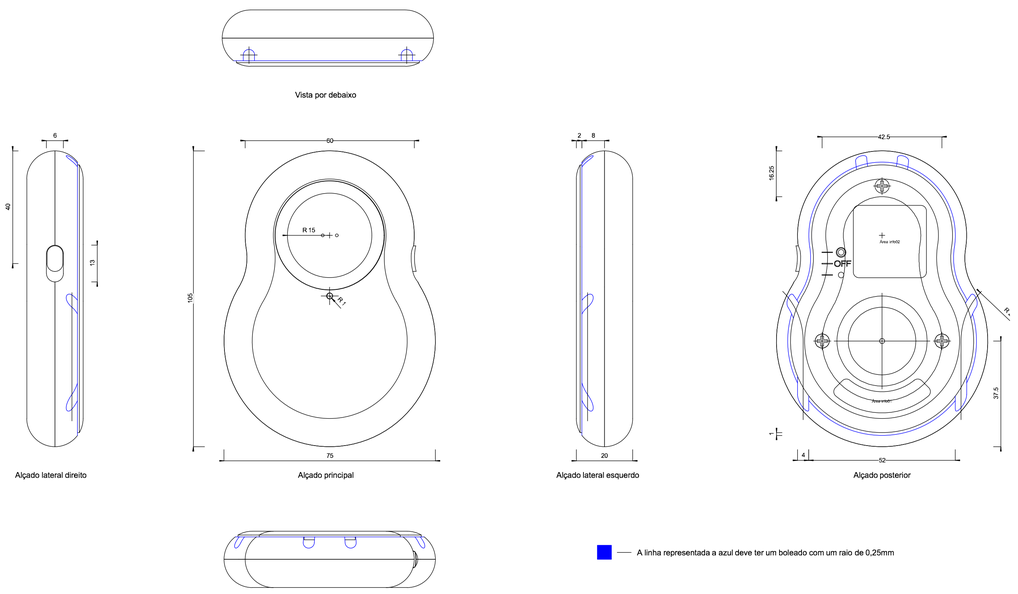

Alçado lateral direito

Alçado principal

Alçado lateral esquerdo

Alçado posterior

Planta

A linha representada a azul deve ter um boleado com um raio de 0,25mm

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descrição: Alçados gerais
Peça total (modelo_adulto)

projecto: Kiddo_001.06

requerente: Elidev; Pme; Smart Target

data: 26/06/06

localização: Braga

escala: 1/1

autor: Jeremy Aston; Ricardo Silva

desenho: 01

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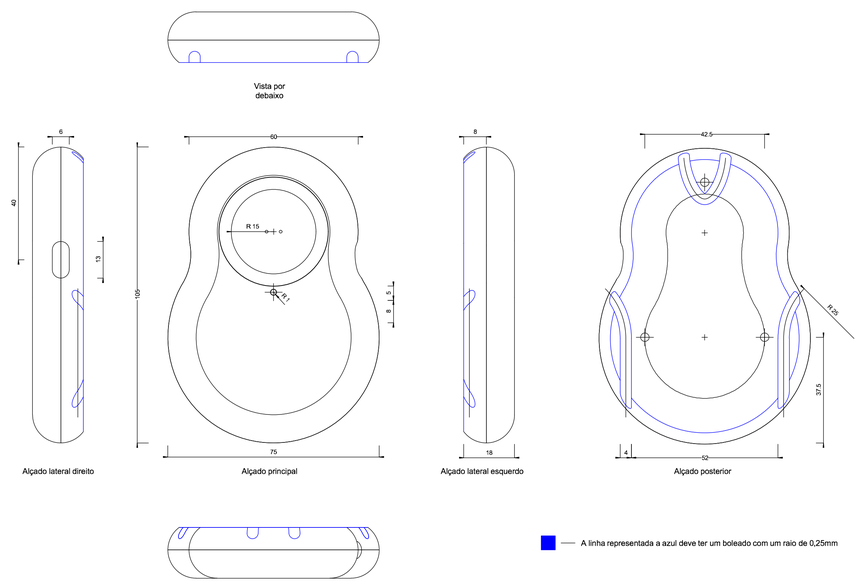

Alçado lateral direito

Alçado principal

Alçado lateral esquerdo

Alçado posterior

Planta

A linha representada a azul deve ter um boleado com um raio de 0,25mm

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descrição: Alçados gerais
Peça superior (modelo_adulto)

projecto: Kiddo_001.06

requerente: Elidev; Pme; Smart Target

data: 17/02/06

localização: Braga

escala: 1/1

autor: Jeremy Aston; Ricardo Silva

desenho: 02

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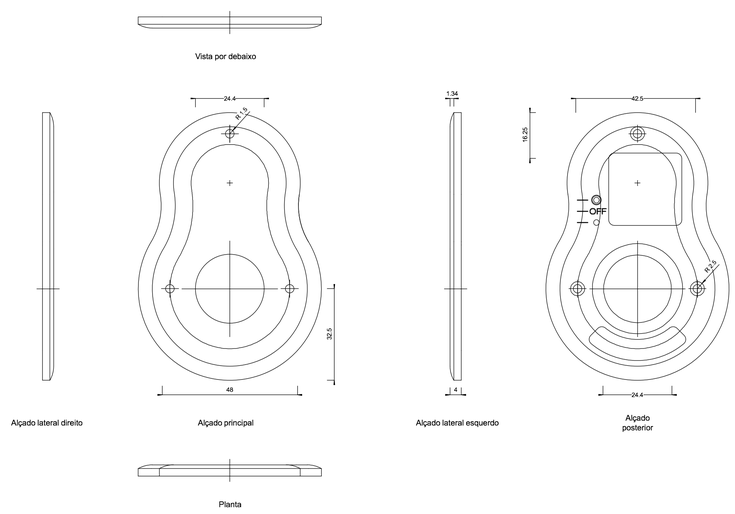

Alçado lateral direito

Alçado principal

Alçado lateral esquerdo

Alçado posterior

Planta

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descrição: Alçados gerais
Peça inferior (modelo_adulto)

projecto: Kiddo_001.06

requerente: Elidev; Pme; Smart Target

data: 17/02/06

localização: Braga

escala: 2/1

autor: Jeremy Aston; Ricardo Silva

desenho: 03

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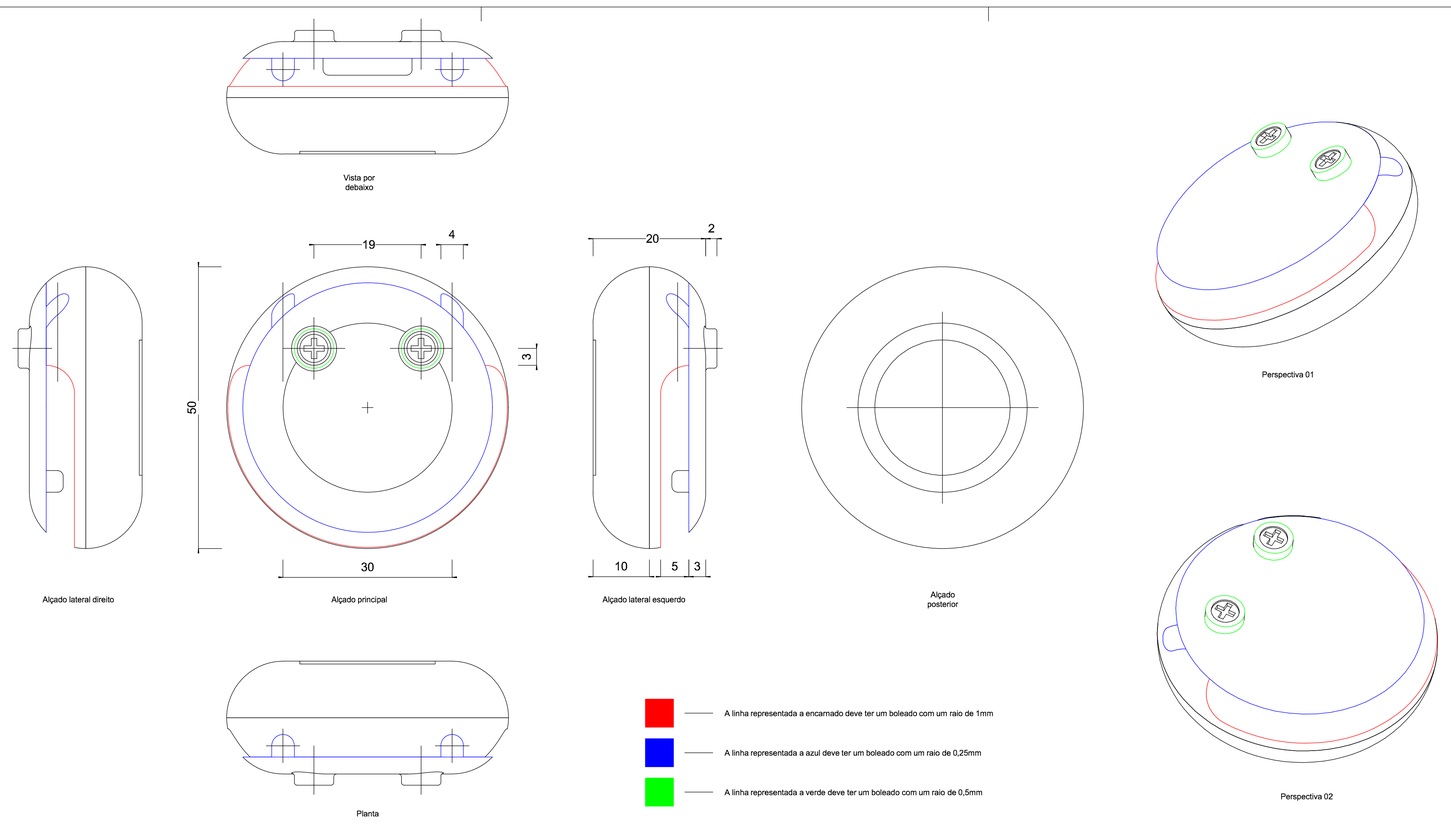

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descrição: Alçados gerais; perspectivas Peça total (modelo_criança)	projecto: Kiddo_001.06
requisitante: Elidev; Pme; Smart Target	data: 17/02/06
localização: Braga	escala: 2/1
autor: Jeremy Aston; Ricardo Silva	desenho: 01

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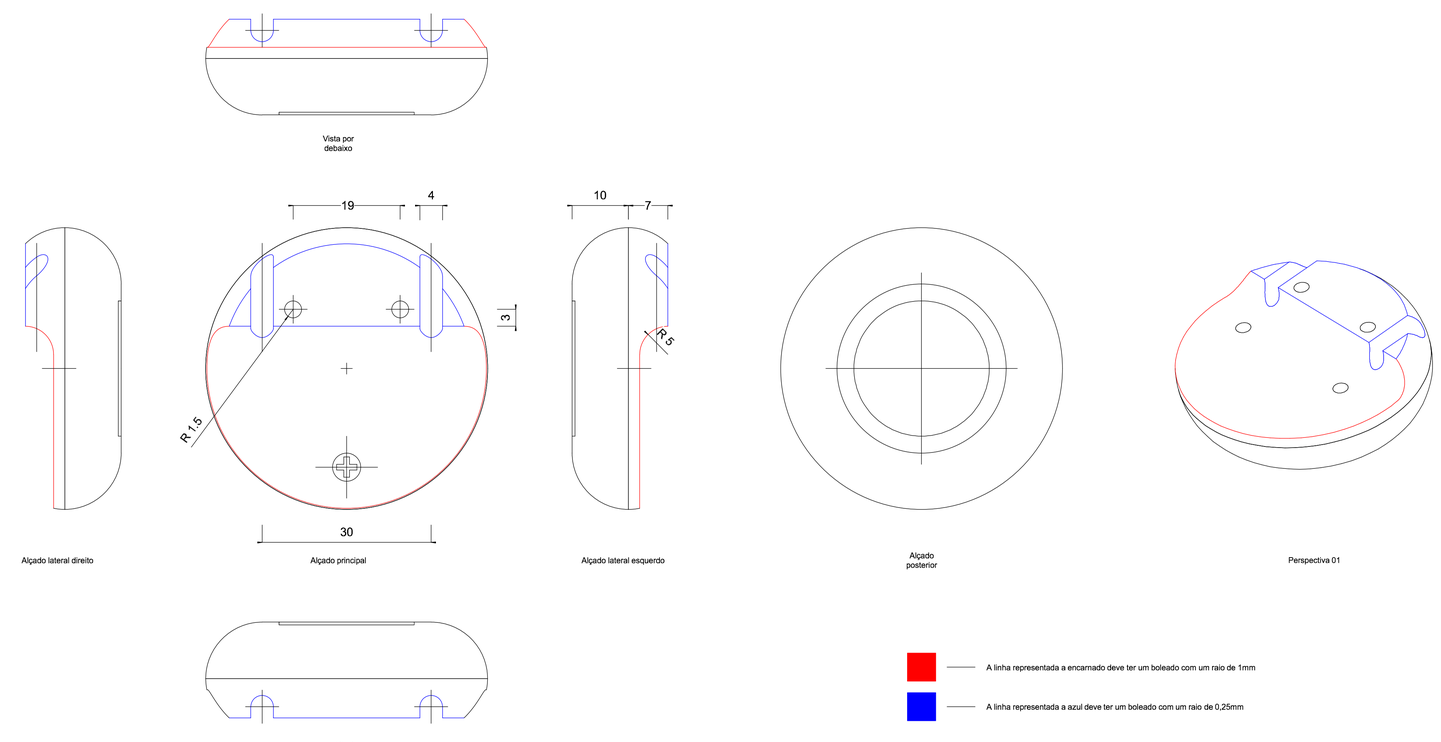

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descrição: Alçados gerais; perspectivas Peça inferior (modelo_criança)	projecto: Kiddo_001.06
requisitante: Elidev; Pme; Smart Target	data: 17/02/06
localização: Braga	escala: 2/1
autor: Jeremy Aston; Ricardo Silva	desenho: 02

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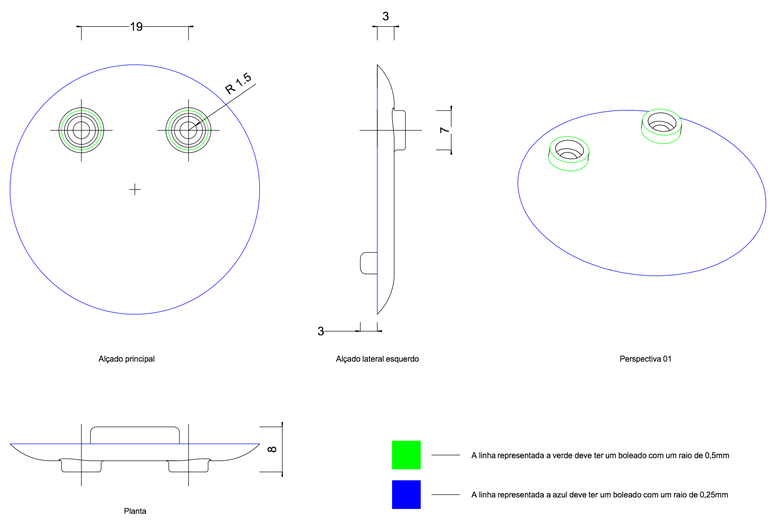

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www.simplidesign.com

descrição: Alçados gerais; perspectivas Peça superior (modelo_criança)	projecto: Kiddo_001.06
requisitante: Elidev; Pme; Smart Target	data: 17/02/06
localização: Braga	escala: 2/1
autor: Jeremy Aston; Ricardo Silva	desenho: 03

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proximity alarm - mod. ST06-T01
telef. ***+351 253 319 495***
date ***19 . 09 . 06***
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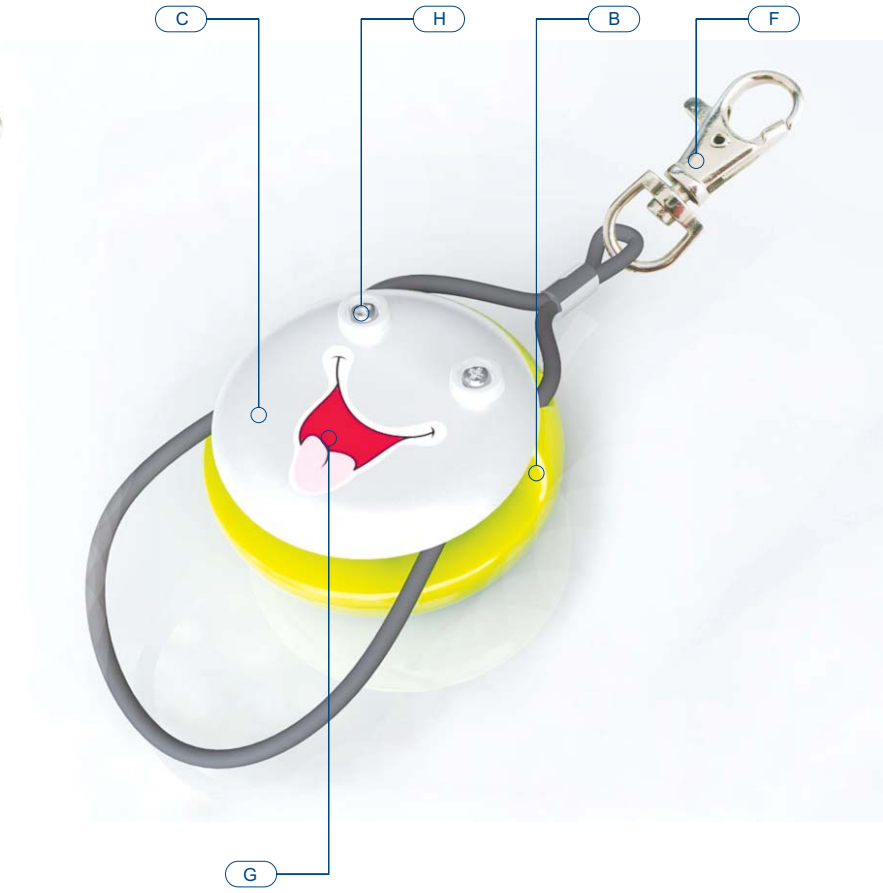

Transmitter - mod. Nº ST06-T01

Nº	Component	Materials	Finish	Colour	Note
A	Top component	ABS plastic	High gloss	Green (NCS S2638-Y58G)	
B	Base component	ABS plastic	High gloss	Green (NCS S2638-Y58G)	
C	Lid component	ABS plastic	High gloss	Grey (NCS S2707-B53G)	
D	Label/badge	PCV plastic (0.5mm)	High gloss	Transparent	Printed from the rear
E	Cord/strap	Nylon Interlace		Grey (NCS S2707-B53G)	Standard part
F	Clip	Brass or steel	Chrome	Natural	Standard part
G	Mouth sticker	PCV film (0.1mm)	High gloss	Transparent	Printed on the front
H	Screws	Alloy	Matt	Grey or black	'x' or service type!

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proximity alarm - mod. ST06-R01
telef. ***+351 253 319 495***
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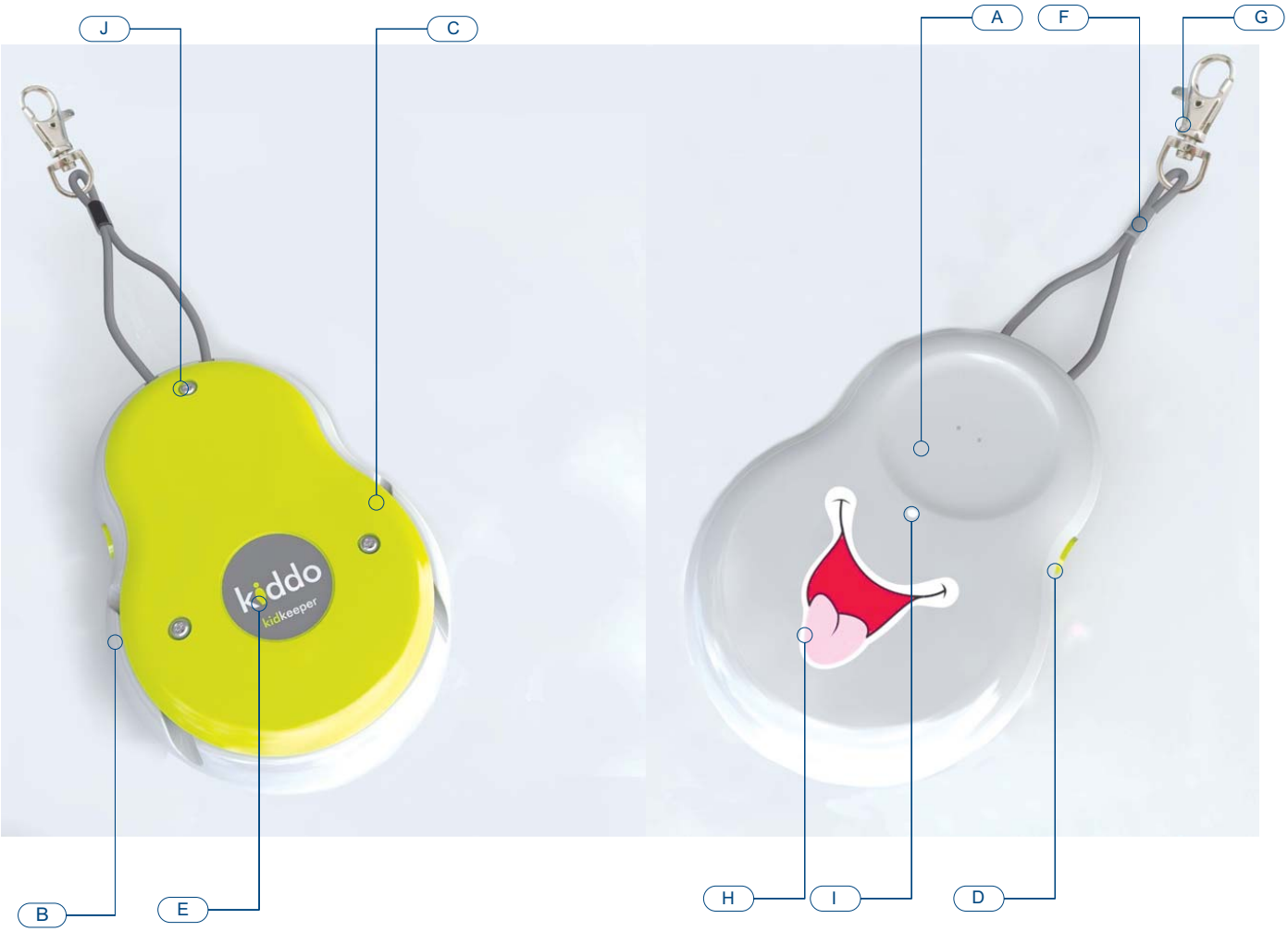

Receiver - mod. Nº ST06-R01

Nº	Component	Material	Finish	Colour	Note
A	Top component	ABS plastic	High gloss	Grey (NCS S2707-B53G)	
B	Base component	ABS plastic	High gloss	Grey (NCS S2707-B53G)	
C	Lid component	ABS plastic	High gloss	Green (NCS S2638-Y58G)	
D	Slide switch	ABS plastic	High gloss	Green (NCS S2638-Y58G)	Power ctrl.
E	Label/badge	PCV plastic (0.5mm)	High gloss	Transparent	Printed from the rear
F	Cord/strap	Nylon Interlace		Grey (NCS S2707-B53G)	Standard part
G	Clip	Brass or steel	Chrome	Natural	Standard part
H	Mouth sticker	PCV film (0.1mm)	High gloss	Transparent	Printed on the front
I	Led	Standard part	High gloss	Transparent	Light signal (green, yellow & red)
J	Screws	Alloy	Matt	Grey or black	'x' or service type!

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proximity alarm - mod. ST06-T01
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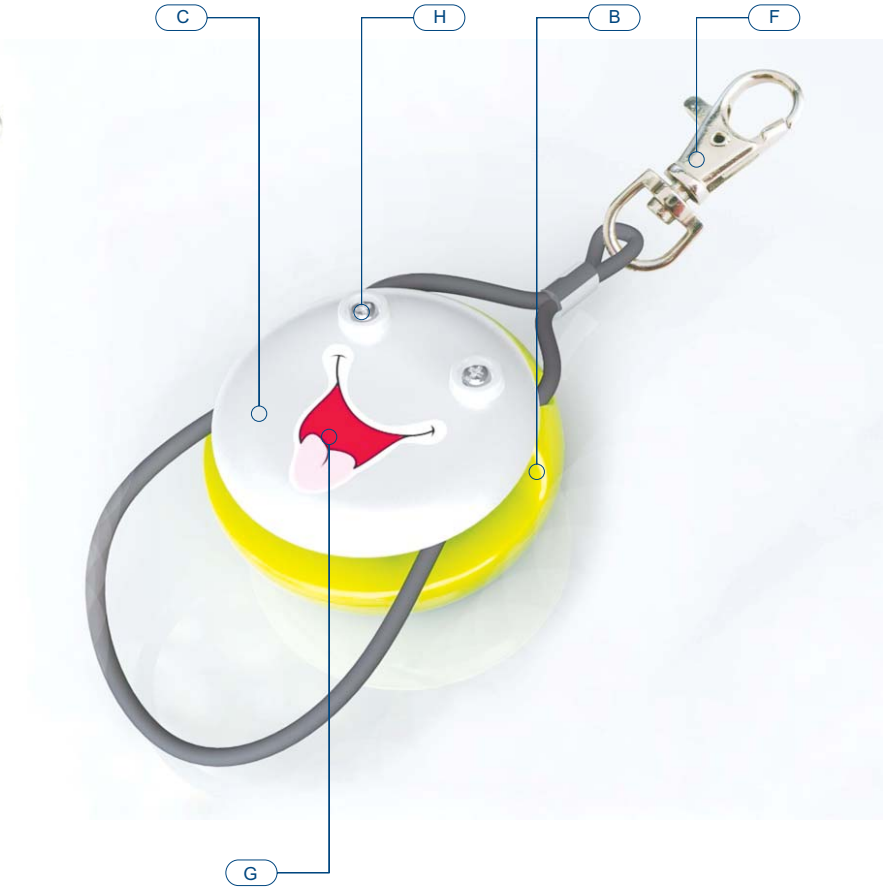

Transmissor - mod. Nº ST06-T01

Nº	Componente	Material	Acabamento	Cor	Nota
A	Componente superior	ABS plástico	Brilhante	Verde (NCS S2638-Y58G)	
B	Componente inferior	ABS plástico	Brilhante	Verde (NCS S2638-Y58G)	
C	Tampa	ABS plástico	Brilhante	Cinzento (NCS S2707-B53G)	
D	Autocolante kiddo	PCV plástico (0.5mm)	Brilhante	Transparente	Impresso por detrás
E	Cordão	Nylon Interlaçado		Cinzento (NCS S2707-B53G)	Peça estandardizada
F	Gancho	Latão ou aço	Cromado	Cor natural	Peça estandardizada
G	Autocolante sorriso	PCV filme (0.1mm)	Brilhante	Transparente	Impresso na frente
H	Parafusos	Aço ou outro	Mate	Cinzento ou preto	'x' ou de serviço

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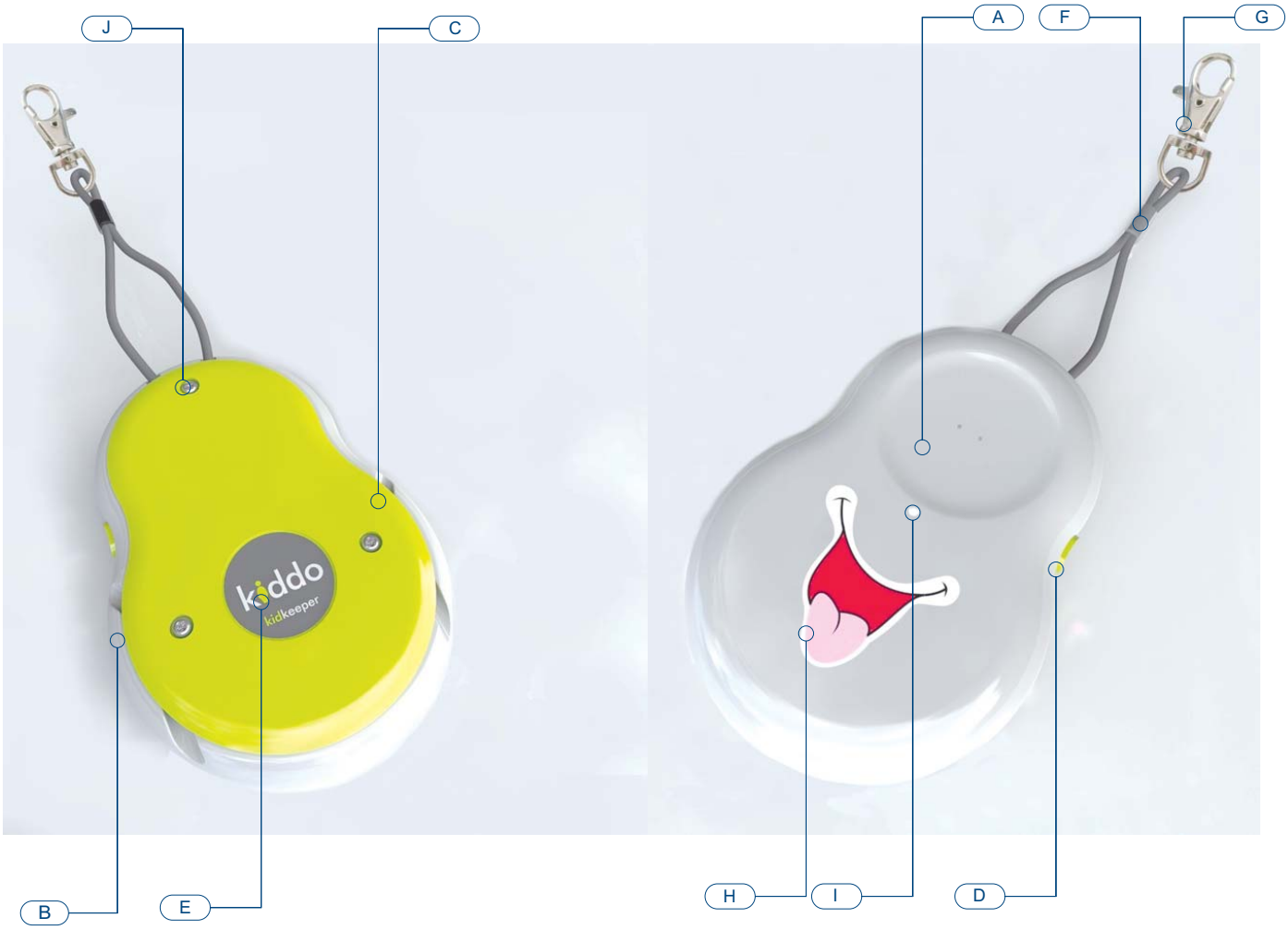

Receptor - mod. Nº ST06-R01

Nº	Componente	Material	Acabamento	Cor	Nota
A	Componente superior	ABS plástico	Brilhante	Cinzento (NCS S2707-B53G)	
B	Componente inferior	ABS plástico	Brilhante	Cinzento (NCS S2707-B53G)	
C	Tampa	AB plástico	Brilhante	Verde (NCS S2638-Y58G)	
D	Botão lateral	ABS plástico	Brilhante	Verde (NCS S2638-Y58G)	“Power” botão
E	Autocolante kiddo	PCV plástico (0.5mm)	Brilhante	Transparente	Impresso por detrás
F	Cordão	Nylon Interlaçado		Cinzento (NCS S2707-B53G)	Peça estandardizada
G	Gancho	Latão ou aço	Cromado	Cor natural	Peça estandardizada
H	Autocolante sorriso	PCV filme (0.1mm)	Brilhante	Transparente	Impresso na frente
I	Led	Peça estandardizada	Brilhante	Transparente	
J	Parafusos	Aço ou outro	Mate	Cinza ou preto	‘x’ ou de serviço

Proj. name/nome	Kid keeper 'Kiddo' (Elidev001.06)
Autor(s)	J.H.Aston, R.Silva
Date/data	28,06.2006
Client/cliente	Mr. Engº Sérgio Teles, Elidev - Smart Target
Production/produção	Elidev
Location/localização	Braga - Pt
Contact/contacto	sergio.teles@elidev.pt
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p - 13 to 15, color version b, green, apple

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p - 20 to 21, color version e, skin pink, piggy

p - 22 to 23, color version f, red, chilly

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Objective (hall testing)

Choosing/voting on a color combination and logotype for the kiddo product.

Circle your preference:

Logo:	a	b	c				
Product:	a	b	c	d	e	f	g

Notes:

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Proj. name/nome	Kid keeper 'Kiddo' (Elidev001.06)
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Contact/contacto	sergio.teles@elidev.pt
Page/página	2/25 - kiddo logo/icon

sketch ideas

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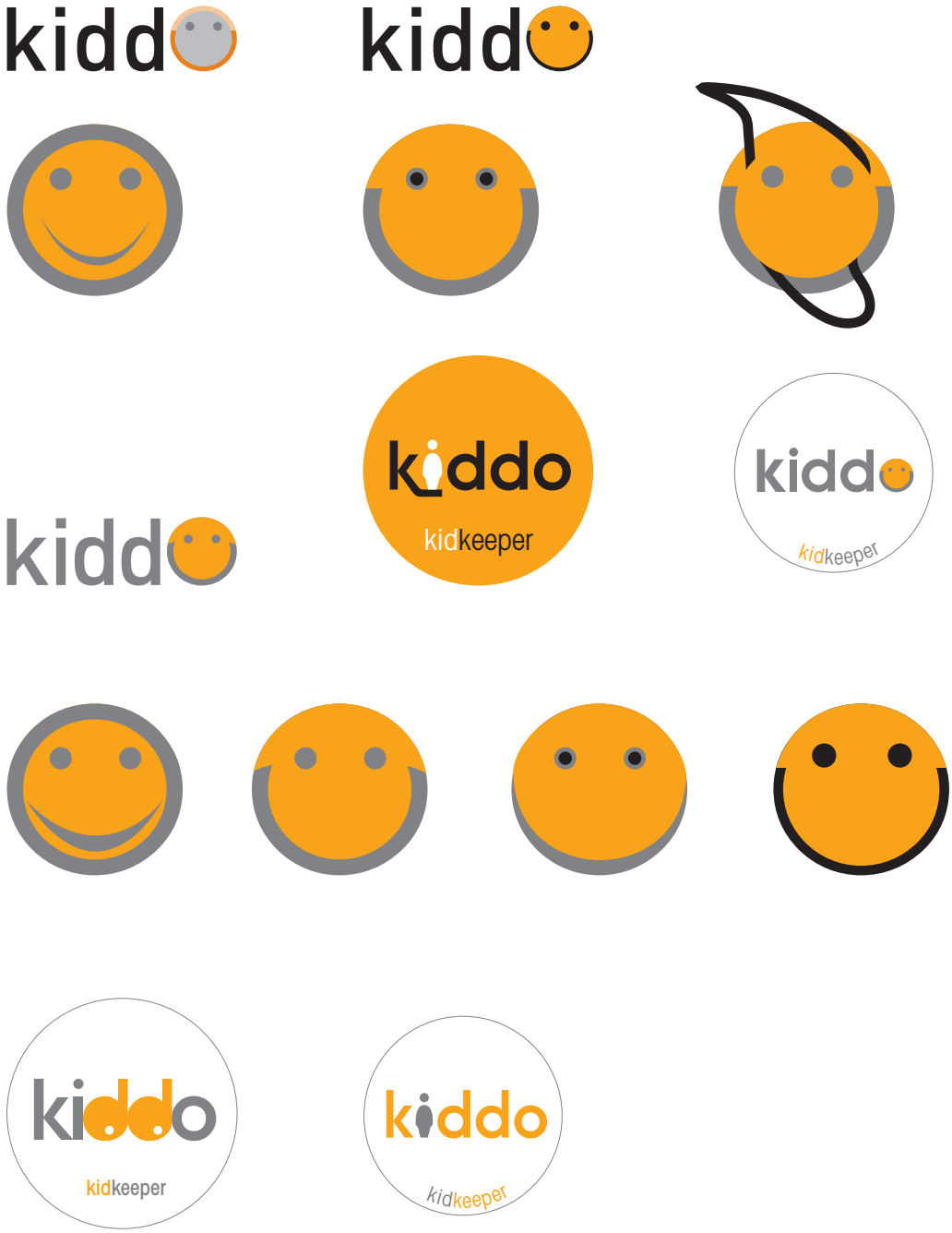
Page/página	3/25 - kiddo logo/icon

sketch ideas



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Page/página	4/25 - kiddo logo/icon

sketch ideas

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Page/página	5/25 - kiddo logo/icon

version a
medallion

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Page/página	6/25 - kiddo logo/icon

version b
capital

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Contact/contacto	sergio.teles@elidev.pt
Page/página	7/25 - kiddo logo/icon

version c
small cap

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Page/página	8/25 - kiddo product, color versions

sketch renders
(color tests)

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sketch renders
(color tests)

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Page/página	10/25 - kiddo product, color versions

sketch renders
(color tests)

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Page/página	11/25 - kiddo product, color versions

color version a orange/yellow ‘lifeguard’ (original version) front views

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Proj. name/nome	Kid keeper ‘Kiddo’ (Elidev001.06)
Autor(s)	J.H.Aston, R.Silva
Date/data	28,06.2006
Client/cliente	Mr. Engº Sérgio Teles, Elidev - Smart Target
Production/produção	Elidev
Location/localização	Braga - Pt
Contact/contacto	sergio.teles@elidev.pt
Page/página	12/25 - kiddo product, color versions

color version a orange/yellow ‘lifeguard’ (original version) back views

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Contact/contacto	sergio.teles@elidev.pt
Page/página	13/25 - kiddo product, color versions

color version b
green
‘apple’
front views

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Page/página	14/25 - kiddo product, color versions

color version b
green
‘apple’
back views

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Page/página	15/24 - kiddo product, color versions

color version b
green
‘apple’
back views

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Page/página	16/25 - kiddo product, color versions

color version c
blue
‘ocean’
front views

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Page/página	17/25 - kiddo product, color versions

color version c
blue
‘ocean’
back views

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Contact/contacto	sergio.teles@elidev.pt
Page/página	18/25 - kiddo product, color versions

color version d
grey
‘stone’
front views

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Page/página	19/25 - kiddo product, color versions

color version d
grey
‘stone’
back views

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Page/página	20/25 - kiddo product, color versions

color version e
skin pink
‘piggy’
front views

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Page/página	21/25 - kiddo product, color versions

color version e
skin pink
‘piggy’
back views

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Page/página	22/25 - kiddo product, color versions

color version f
red
‘chilly’
front views

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color version f
red
‘chilly’
back views

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Page/página	23/25 - kiddo product, color versions

color version g
black
‘sport’
front views

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para/to
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Mr. Joaquim Cunha (Soc. Smart Target)

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01/21

autor/author
J.H. Aston & R. Silva

assunto/subject
Kiddo presentation boxes & packaging components

Este dossier é constituído em duas partes distintas. A primeira consiste na representação geométrica e montagem da embalagem e a segunda trata-se da proposta de comunicação gráfica da própria embalagem.

Nota:
Todas as informações encontram-se em CD.
A primeira parte encontra-se realizada em ficheiros de AutoCad (DWG).
A segunda é efectuada em ficheiros vectoriais (freehand; fh11), estes encontram-se abertos a possíveis alterações do texto técnico.
É necessário a execução de um protótipo de todos os seus componentes desta embalagem, para assim solucionar todos os possíveis problemas inerentes à produção da embalagem.

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Memória Descritiva

Componentes

Esta embalagem é constituída por três elementos distintos:
1º Caixa externa; 2º Cartão interno; 3º Blister.

1º Caixa Externa:
Serve de protecção e armazenamento de todos os componentes. Nesta caixa são realizados todos os aspectos de comunicação gráfica e funcionalidade do produto.

2º Cartão Interno:
Trata-se de um cartão que permite acomodar o blister com a caixa externa.
Este serve de remate e reforço da caixa exterior.

3º Blister:
É produzido em polietileno (vacuum-forming), este acondiciona o produto e todos os seus componentes permitindo do exterior visualizá-los.

Em conjunto, os três elementos proporcionam uma embalagem sólida, consistente e atractiva apelando à atenção do futuro consumidor.
O utilizador ao efectuar a abertura da embalagem denotará elementos de qualidade e organização, percebendo que todos os elementos encaixam harmoniosamente e ordenadamente uns nos outros.

Aspectos gráficos

A embalagem comunica rapidamente o produto, mas também a sua função e qualidades deste.
O volume atribuído a esta embalagem serve para marcar presença no local de venda, mas também para dar um maior valor comercial ao produto "kiddo".

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Funções das faces

Face A – vista da frente (front view)
Face principal da comunicação do produto, esta transmite todo o ambiente e funções do produto.

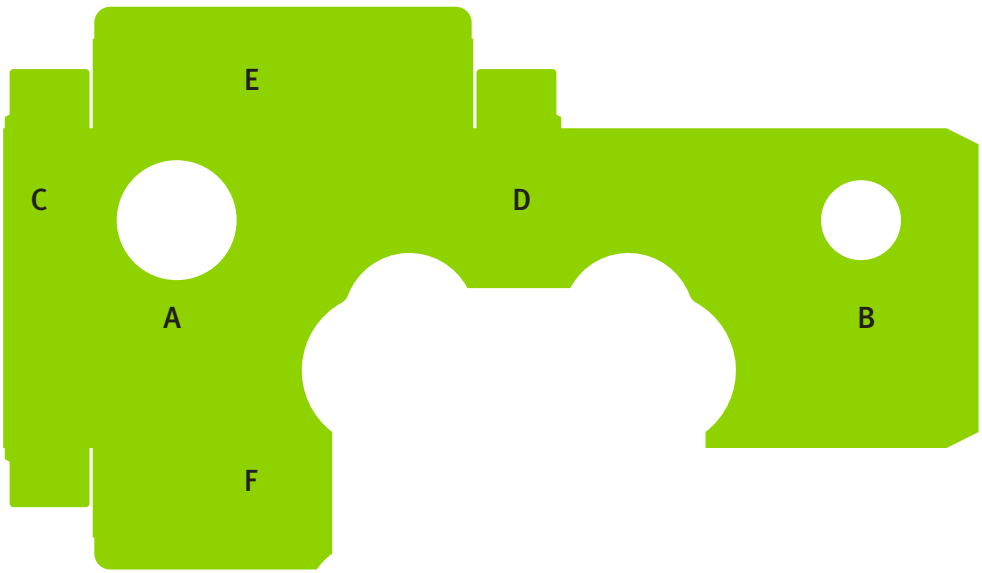
Face B – vista por detrás (rear view)
Nesta face é descrito as instruções básicas do produto e a listas dos componentes.

Face C – vista esquerda (left side view)
Avisos de segurança

Face D – planta (top view)
(continuação da face A)

Face E – vista direita (right side view)
(continuação da face A)

Face F – vista por debaixo (base view)
Retail face (códigos de barras, símbolos, etc.)



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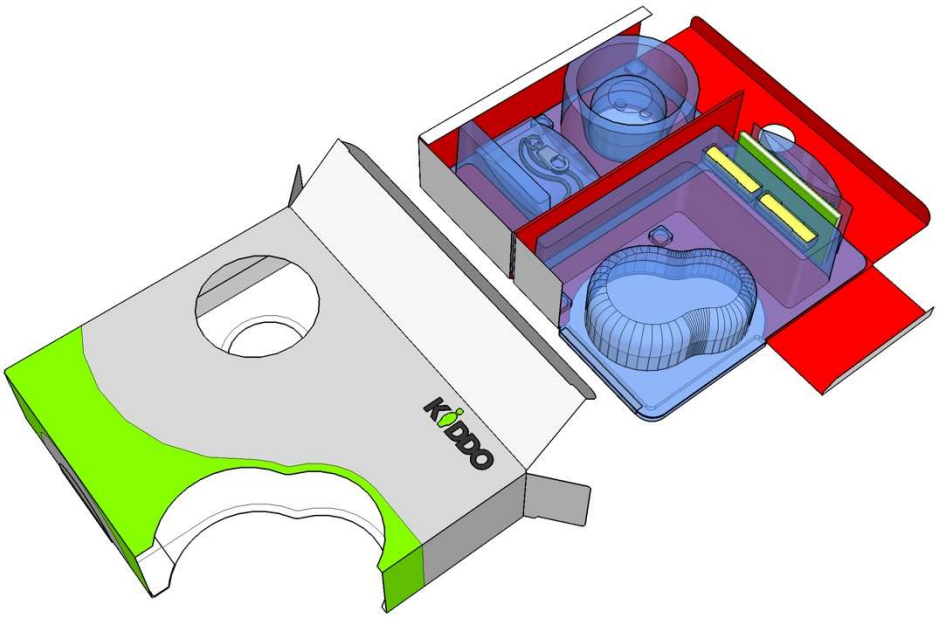

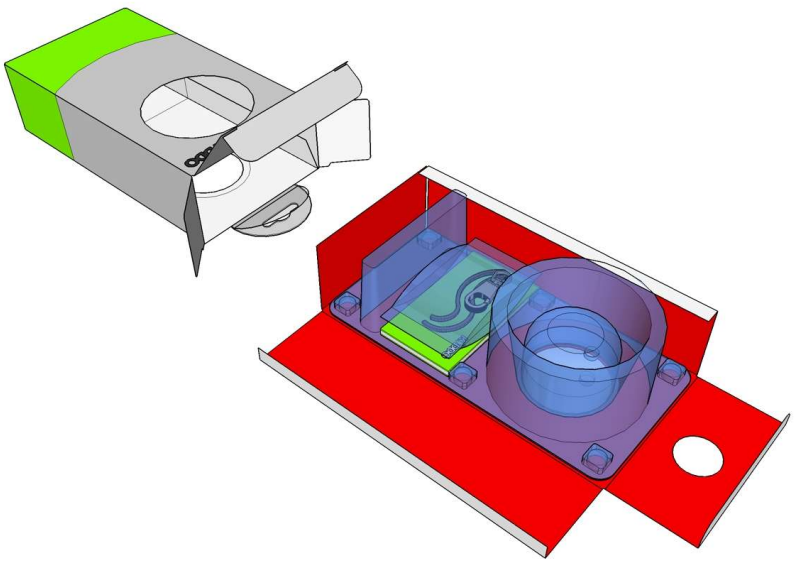

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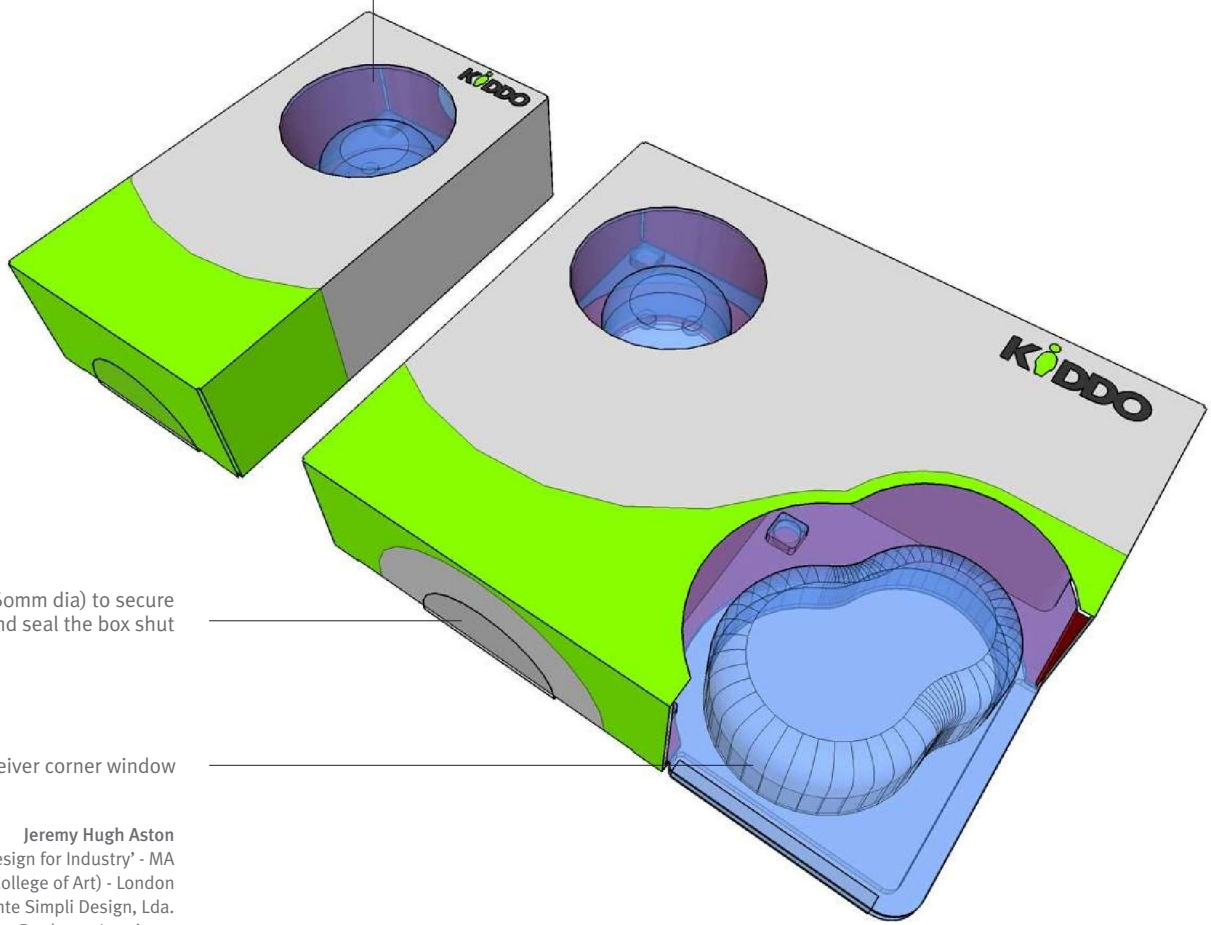
assunto/subject
Kiddo presentation boxes & packaging components

discrição/description
Receiver/transmitter, pair and transmitter-only box-sets, front 3/4 views.

transmitter view port



transparent sticker (60mm dia) to secure and seal the box shut

receiver corner window

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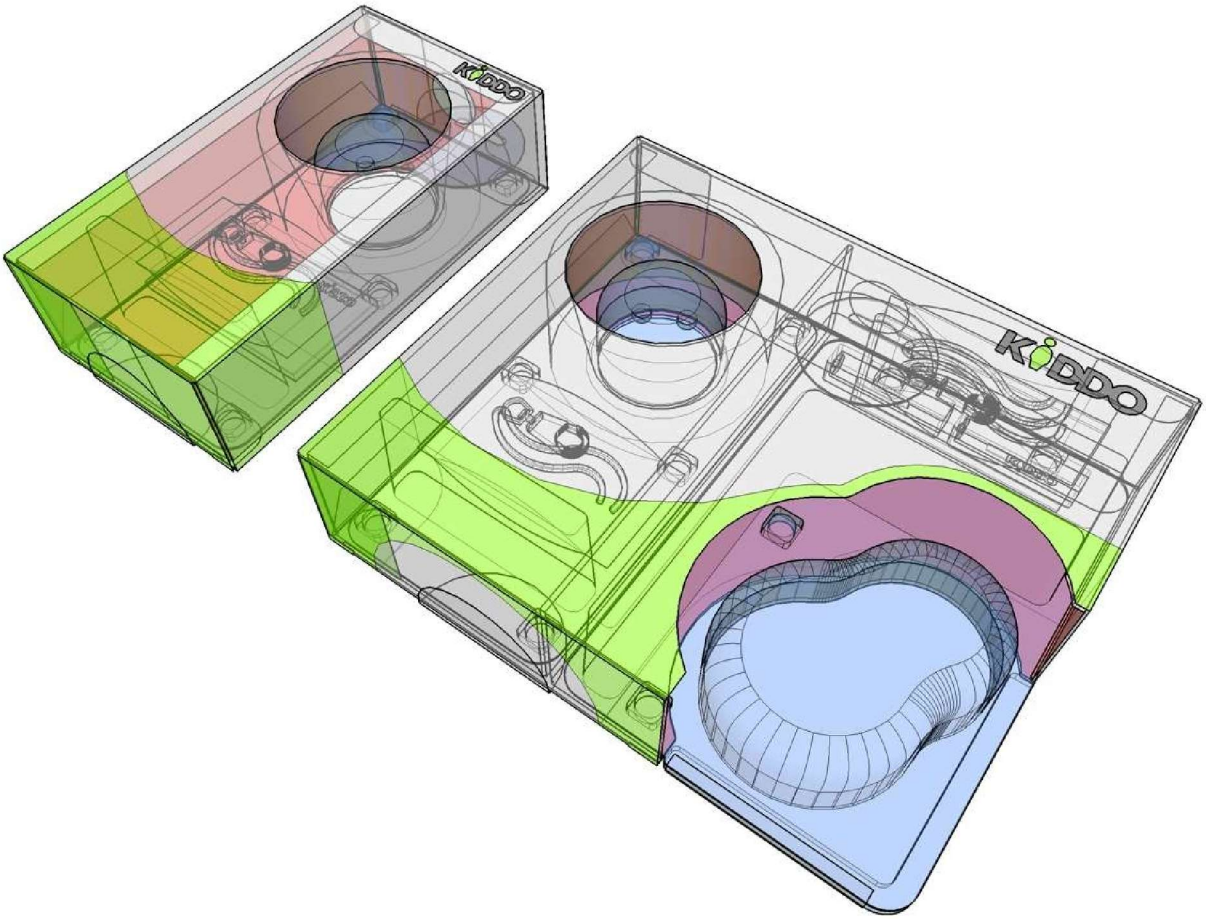
assunto/subject
Kiddo presentation boxes & packaging components

discrição/description
Receiver/transmitter, pair and transmitter-only box-sets, front 3/4 views, x-ray.

concept and layout
of internal components



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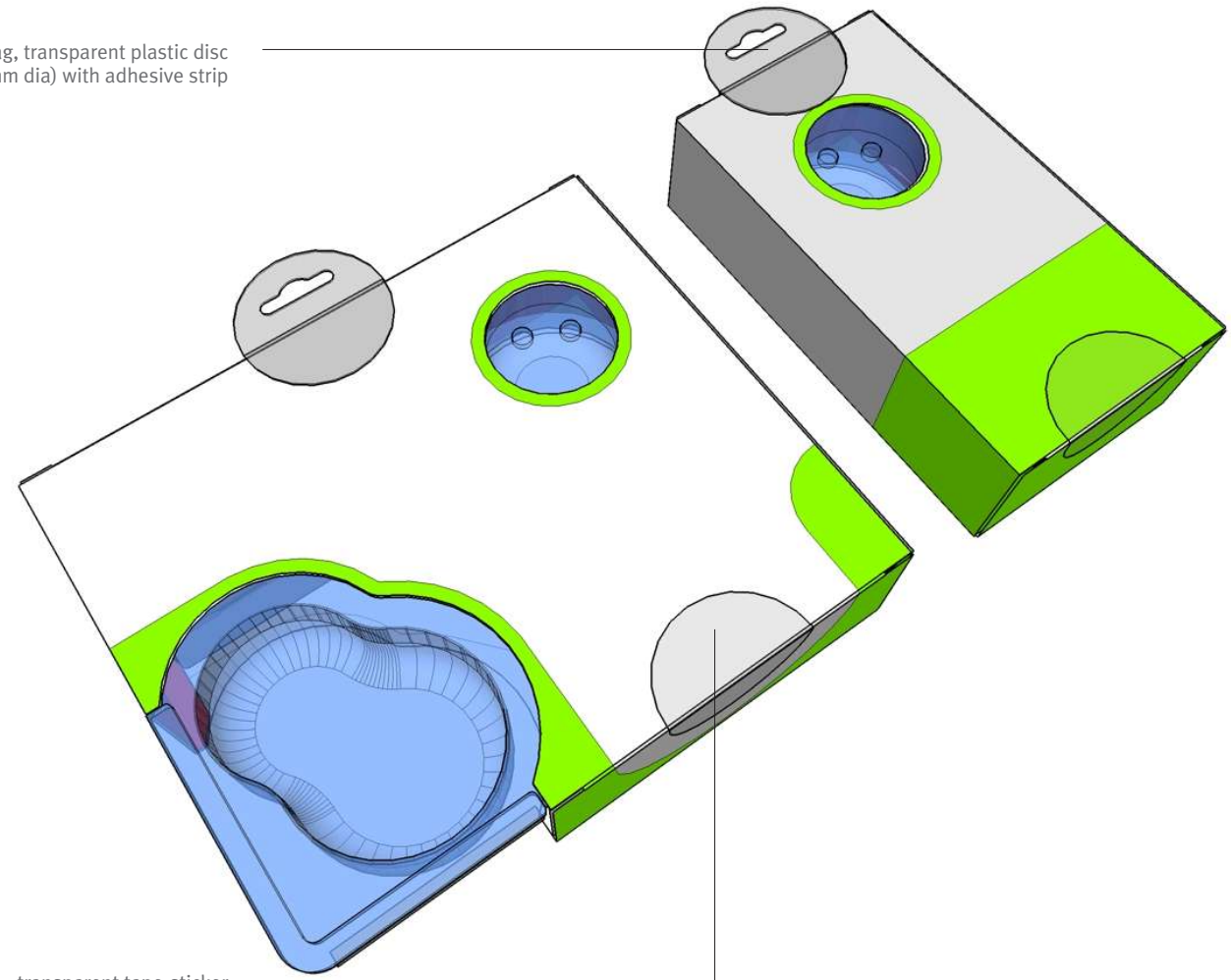
discrição/description
Receiver/transmitter, pair and transmitter-only box-sets, rear 3/4 views.

hanging tag, transparent plastic disc (60mm dia) with adhesive strip



transparent tape-sticker (60mm dia) to secure and seal the box shut

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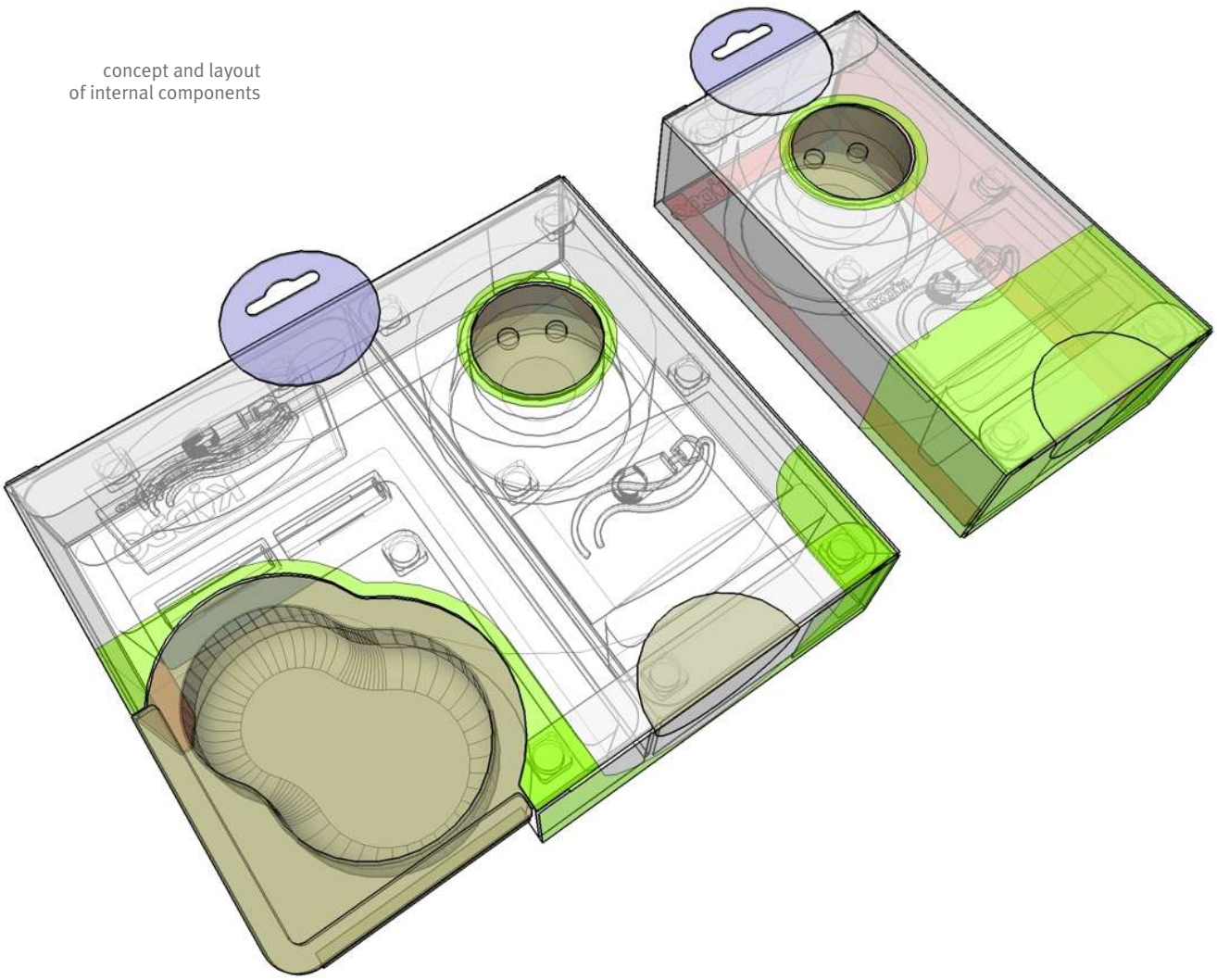
concept and layout
of internal components



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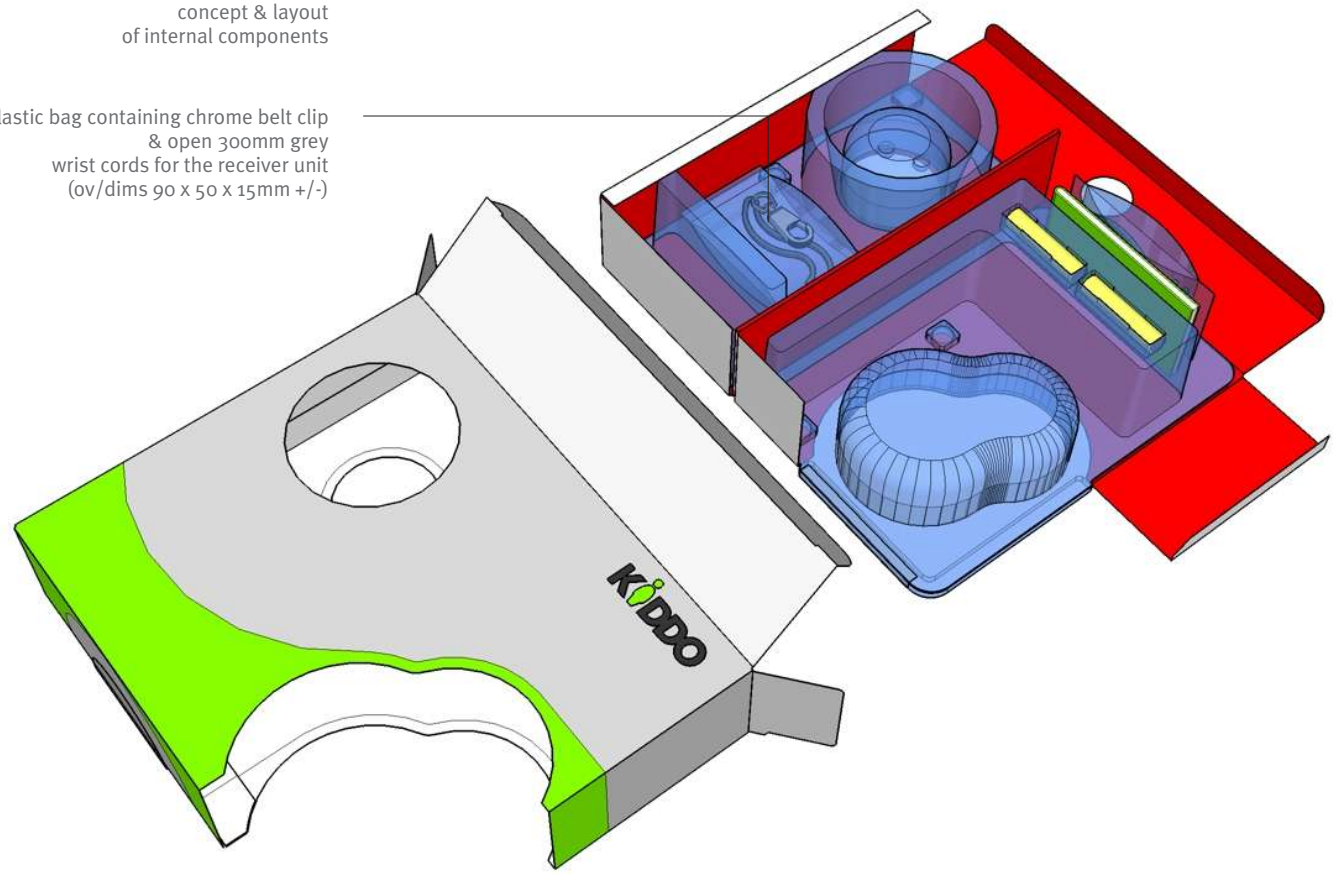
discrição/description

Receiver/transmitter, pair box-sets, front 3/4 views, general arrangement.
Packaging concept for receiver & transmitter pair.

concept & layout
of internal components

plastic bag containing chrome belt clip
& open 300mm grey
wrist cords for the receiver unit
(ov/dims 90 x 50 x 15mm +/-)



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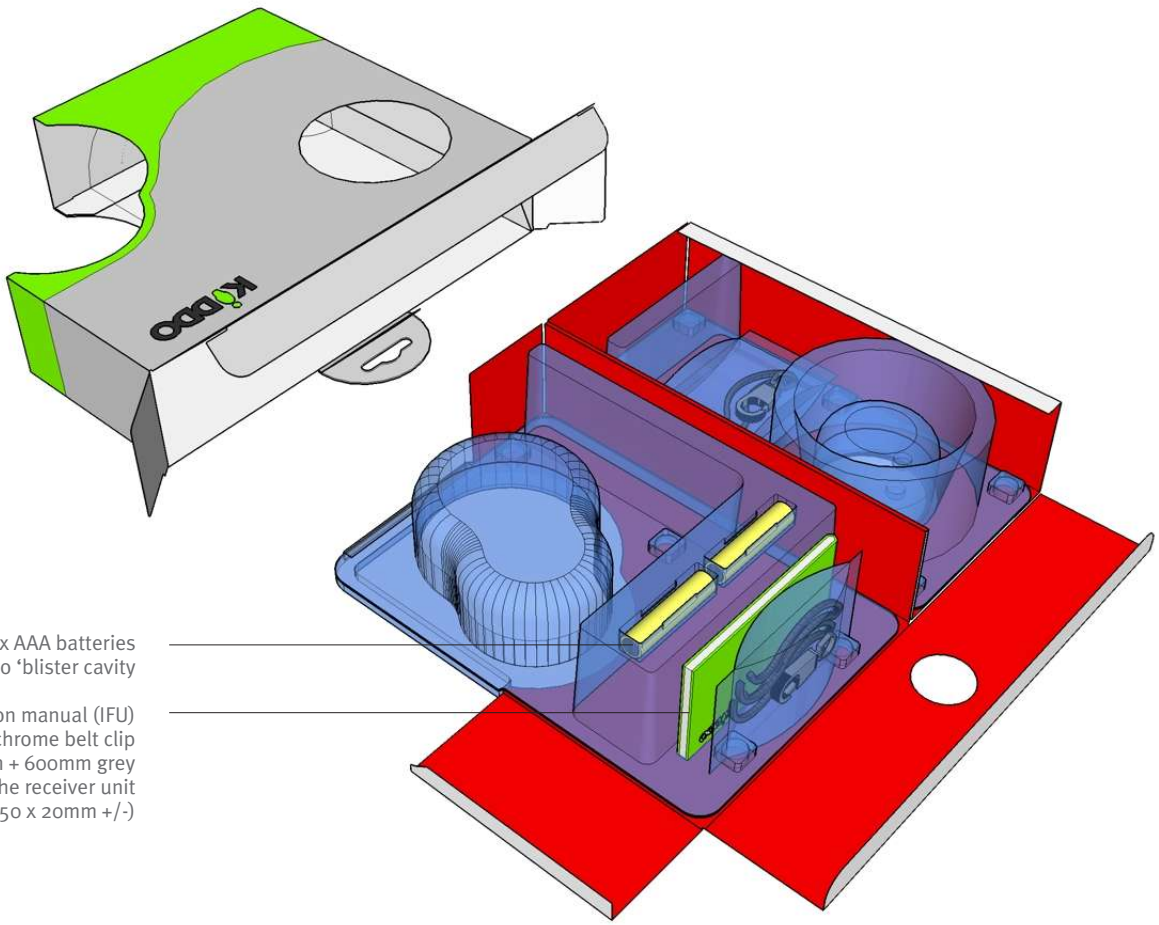

2x AAA batteries
slot into 'blister cavity

instruction manual (IFU)
plastic bag containing chrome belt clip
& open 300mm + 600mm grey
wrist/neck cords for the receiver unit
(ov/dims 90 x 50 x 20mm +/-)

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11/21

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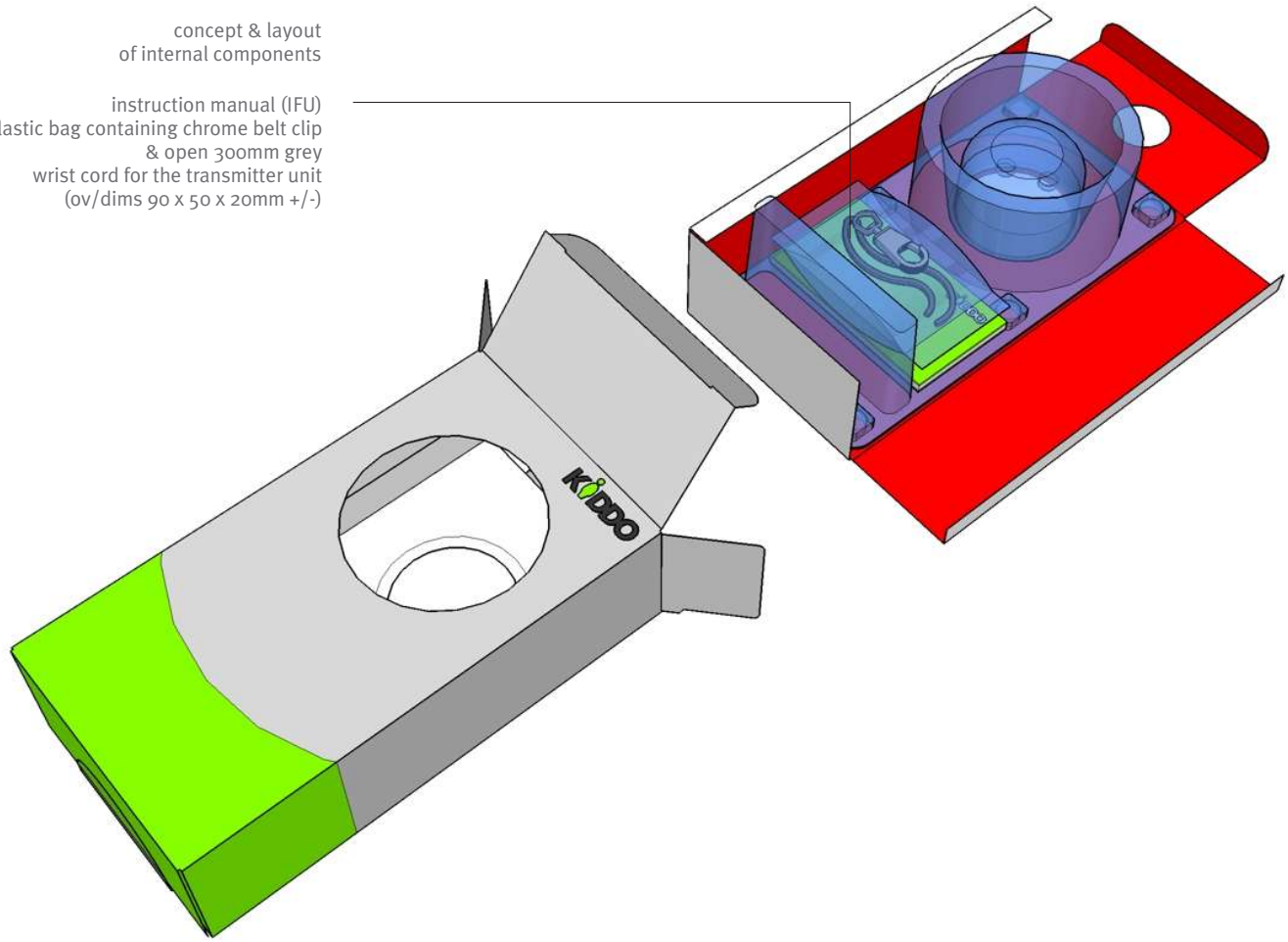
assunto/subject
Kiddo presentation boxes & packaging components

discrição/description

Transmitter box-set, front 3/4 views, general arrangement.
Packaging concept for when additional transmitter (i.e. more than one child) are sold separately.

concept & layout
of internal components

instruction manual (IFU)
plastic bag containing chrome belt clip
& open 300mm grey
wrist cord for the transmitter unit
(ov/dims 90 x 50 x 20mm +/-)



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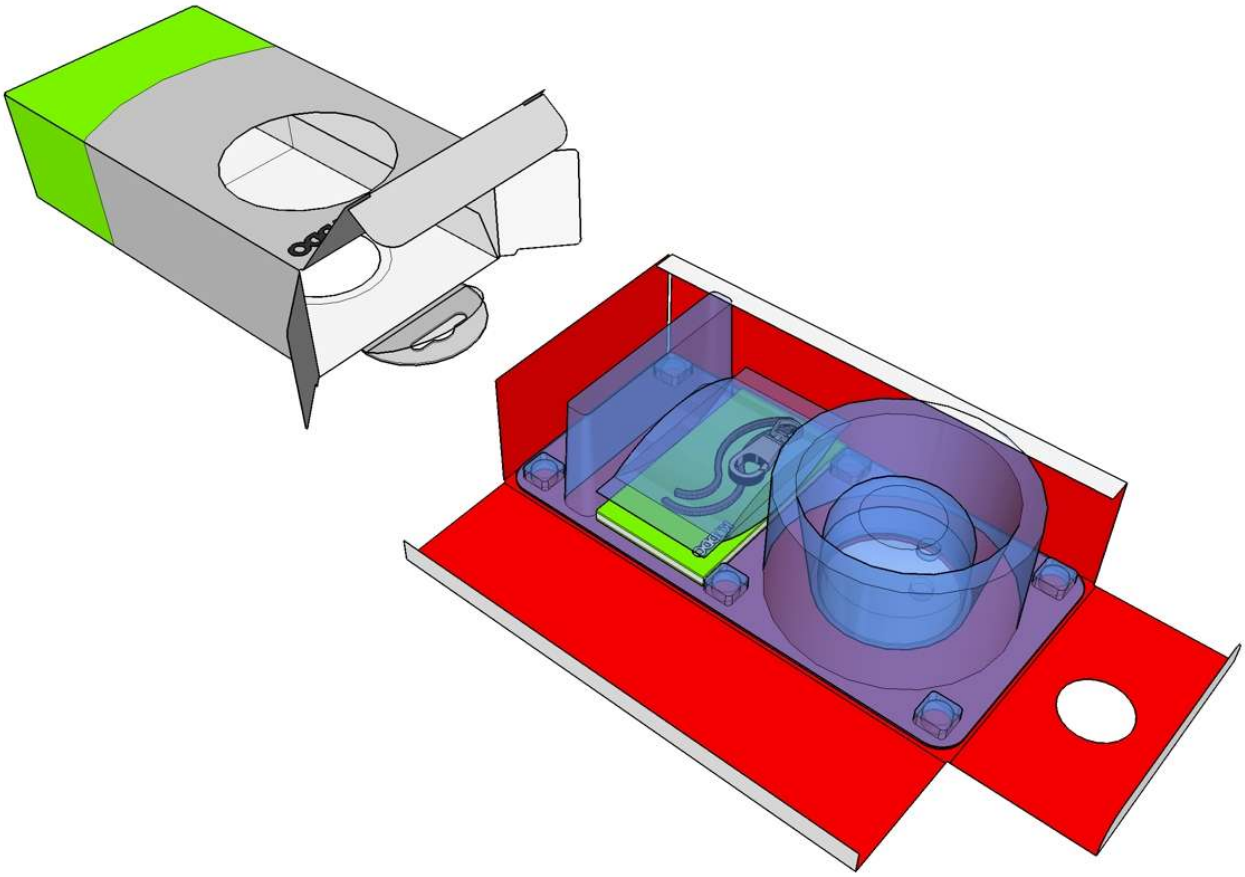
concept & layout
of internal components



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19.09'06

para/to
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Mr. Joaquim Cunha (Soc. Smart Target)

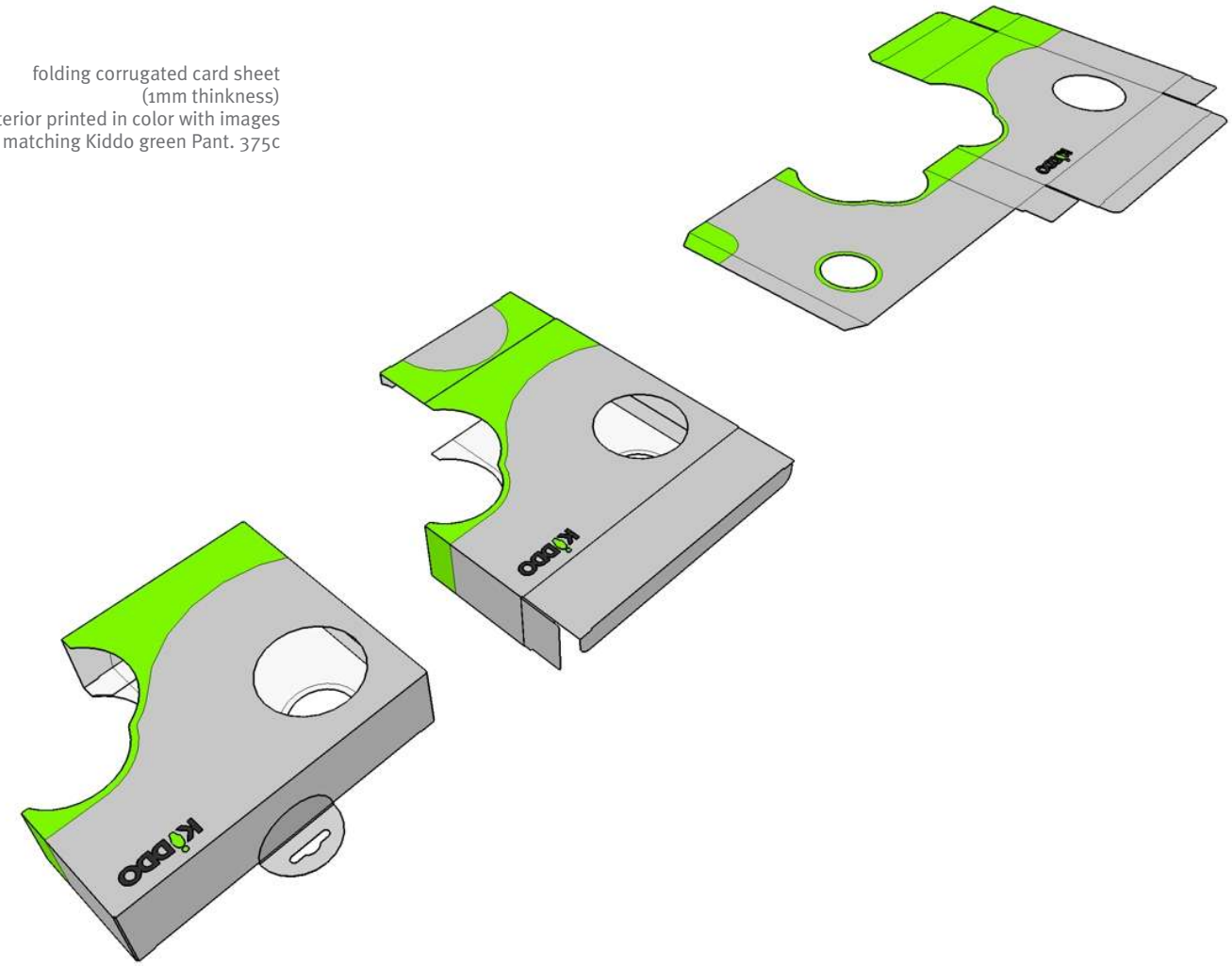
págs/pages
13/21

autor/author
J.H. Aston & R. Silva

assunto/subject
Kiddo presentation boxes & packaging components

discrição/description
Receiver and transmitter units, corrugated card outer box - front 3/4 view.

folding corrugated card sheet
(1mm thinkness)
exterior printed in color with images
and matching Kiddo green Pant. 375c



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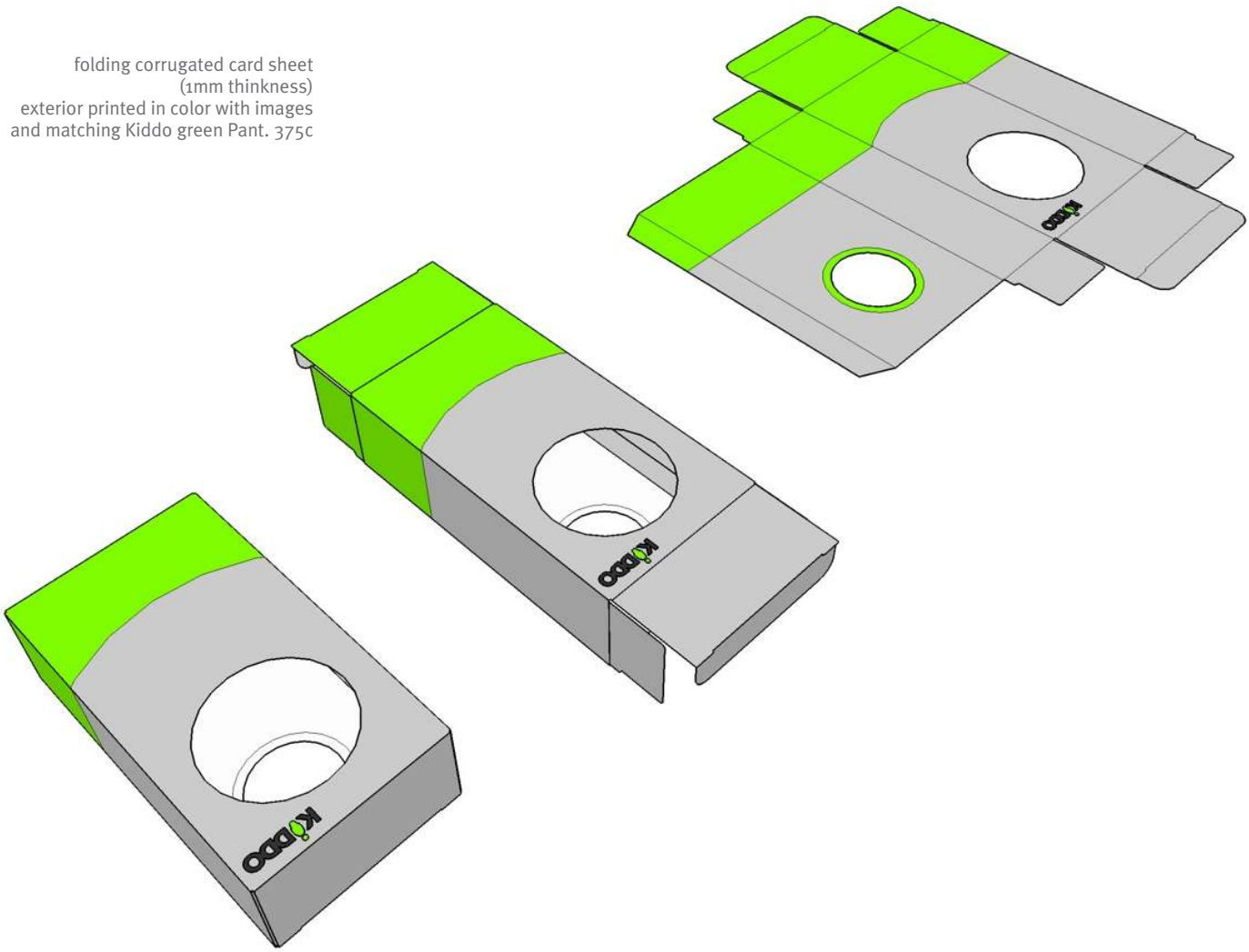

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págs/pages
15/21

autor/author
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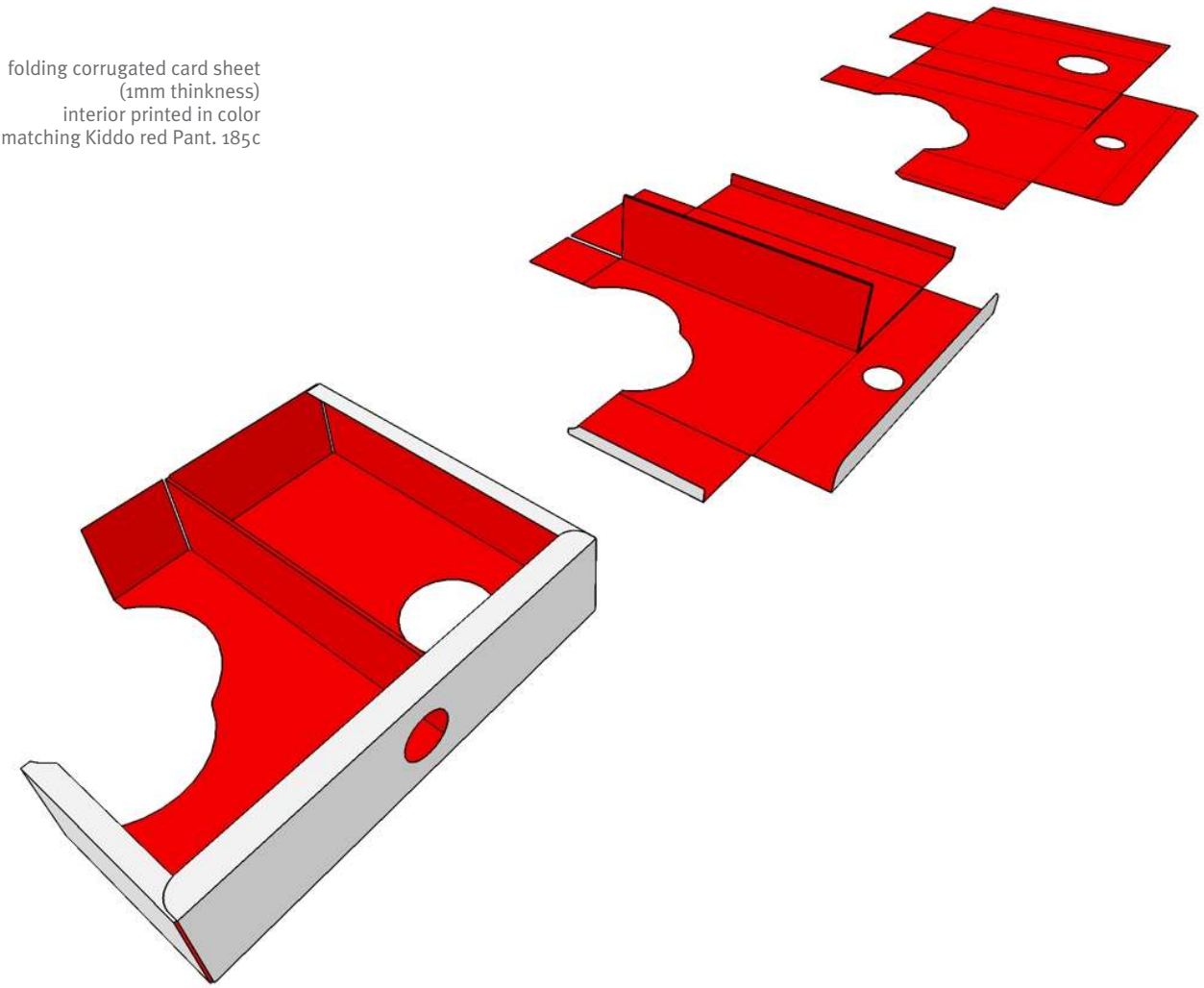
assunto/subject
Kiddo presentation boxes & packaging components

discrição/description
Receiver and transmitter units, corrugated card inner box - front 3/4 view.

folding corrugated card sheet
(1mm thinkness)
interior printed in color
matching Kiddo red Pant. 185c



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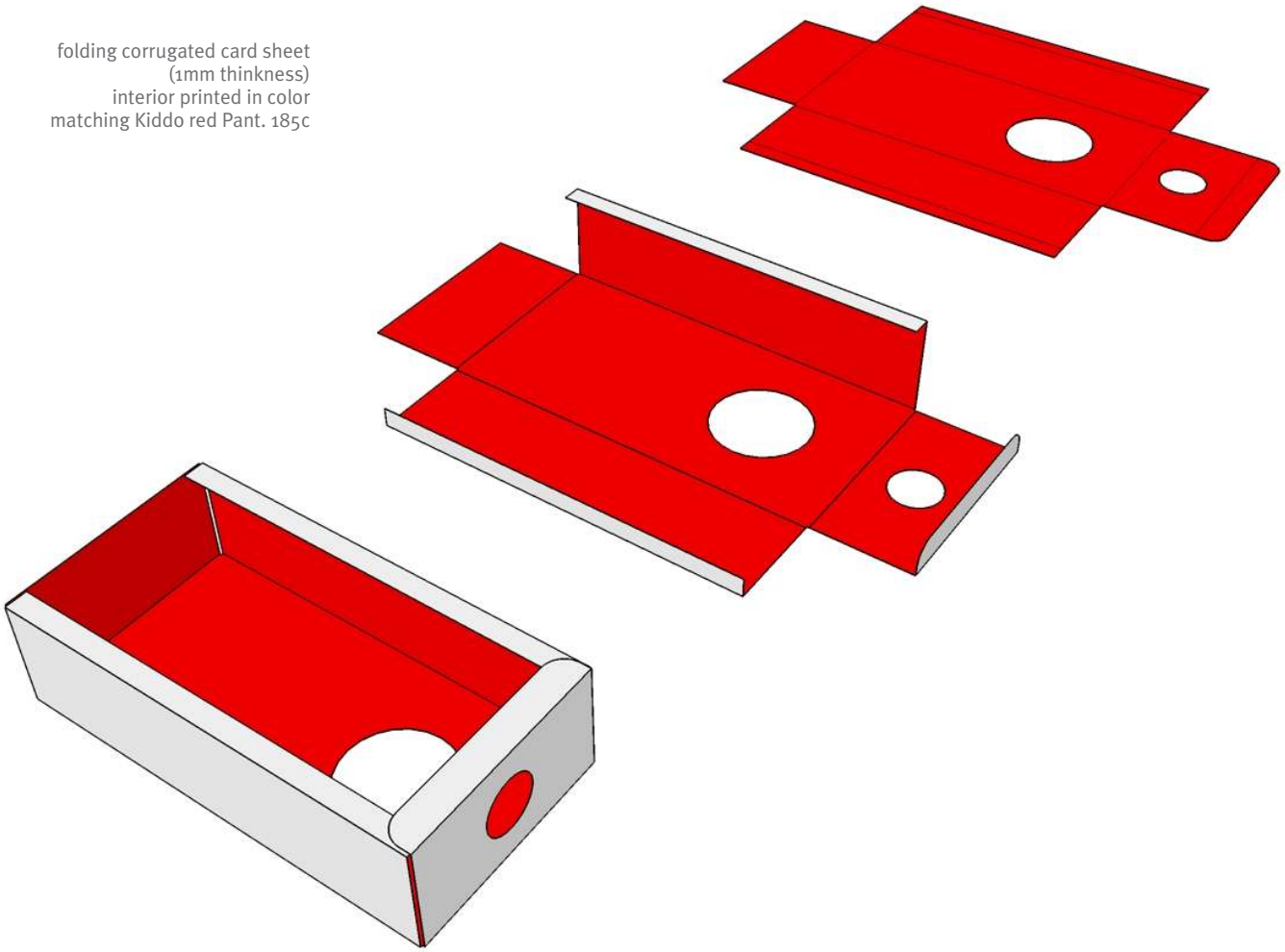

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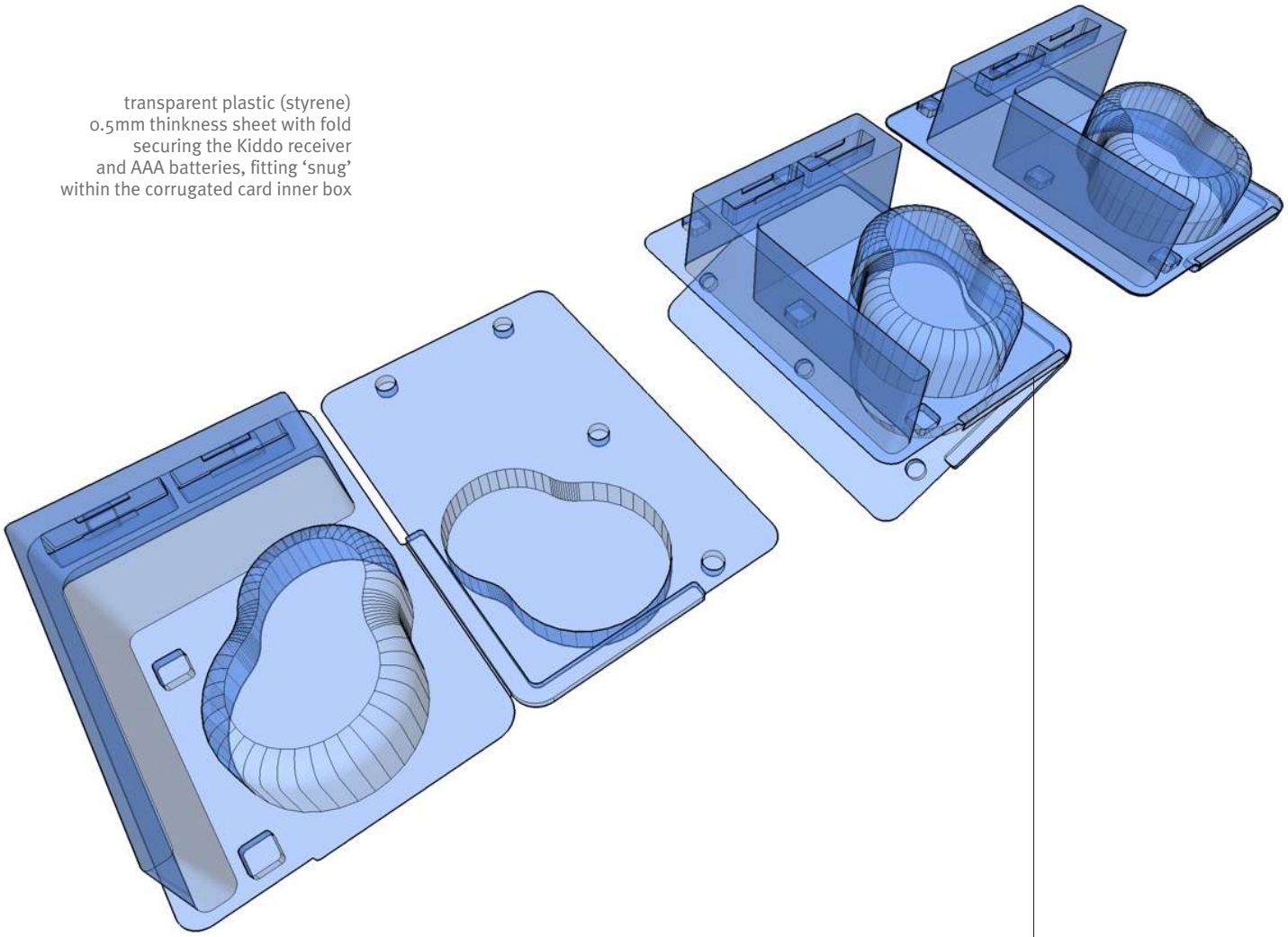
assunto/subject
Kiddo presentation boxes & packaging components

discrição/description

Receiver unit, transparent plastic 'blister' (vacuum-forming) - front 3/4 view.

transparent plastic (styrene) 0.5mm thinkness sheet with fold securing the Kiddo receiver and AAA batteries, fitting 'snug' within the corrugated card inner box



tape to secure from opening

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autor/author
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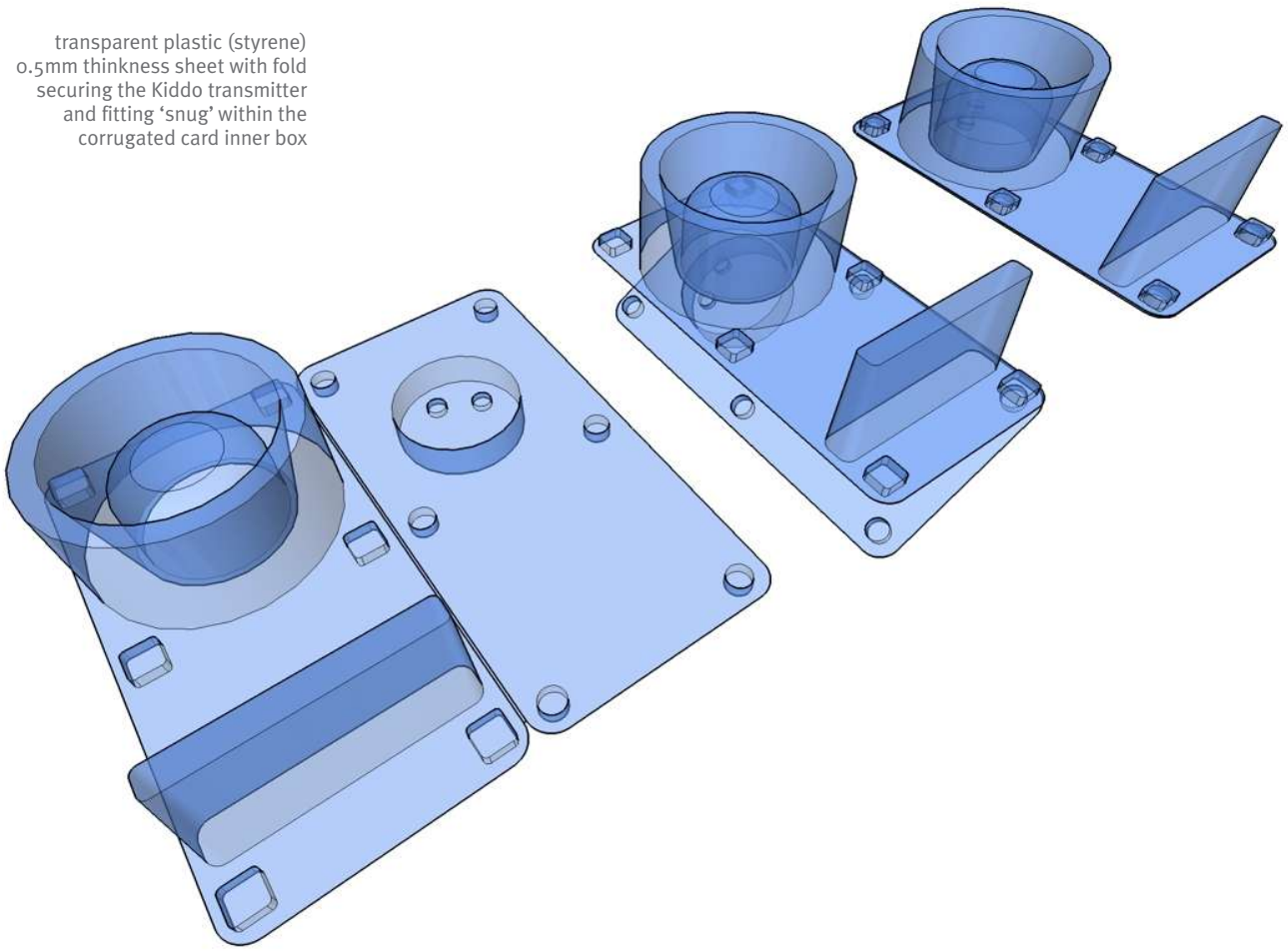
assunto/subject
Kiddo presentation boxes & packaging components

discrição/description
Transmitter unit, transparent plastic 'blister' (vacuum-forming) - front 3/4 view.

transparent plastic (styrene) 0.5mm thinkness sheet with fold securing the Kiddo transmitter and fitting 'snug' within the corrugated card inner box



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autor/author
J.H. Aston & R. Silva / Graphic Design: Gracinda Leite & Neusa Silva

assunto/subject
Kiddo presentation boxes & packaging components

discrição/description
Packaging faces; mod. ST06-R01 + ST06-T01; mod. ST06-T01.

note: provisory image

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autor/author
J.H. Aston & R. Silva / Graphic Design: Gracinda Leite & Neusa Silva

assunto/subject
Kiddo presentation boxes & packaging components

discrição/description
Packaging, mod. ST06-R01 + ST06-T01

note: provisory image

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assunto/subject
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discrição/description
Packaging, mod. ST06-T01

note: provisory image

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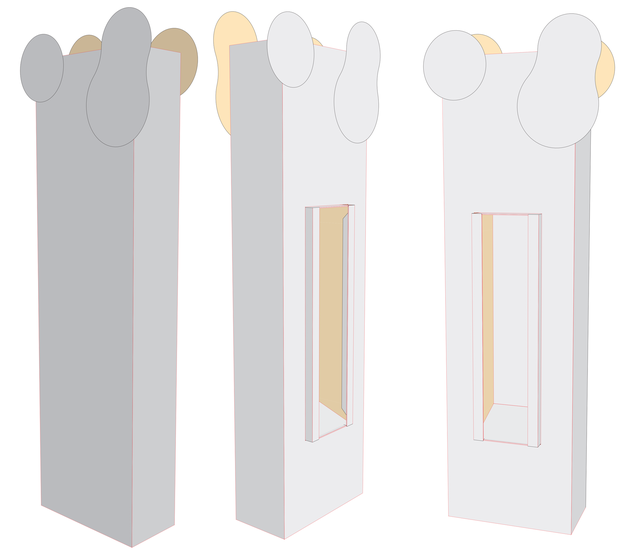
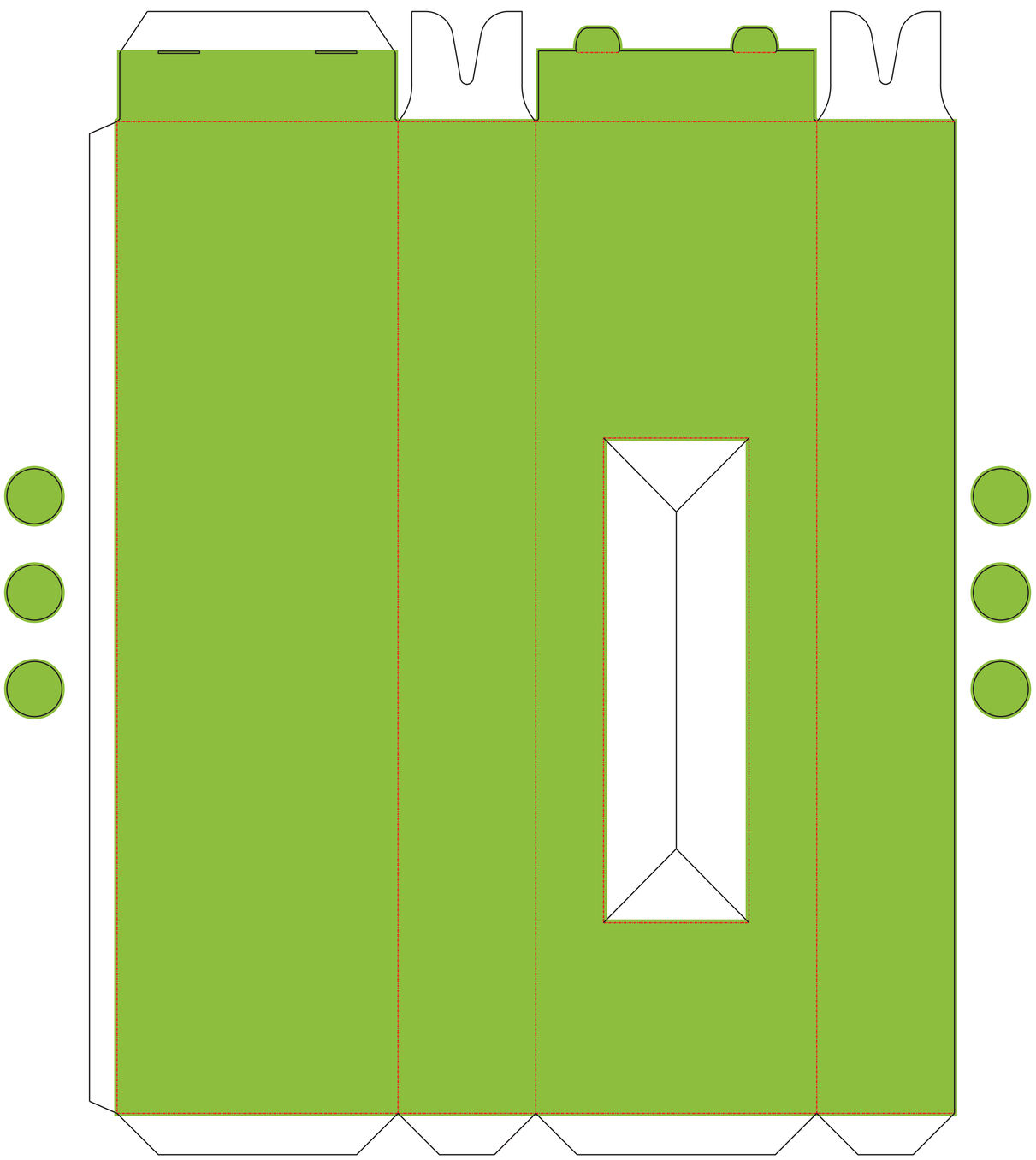
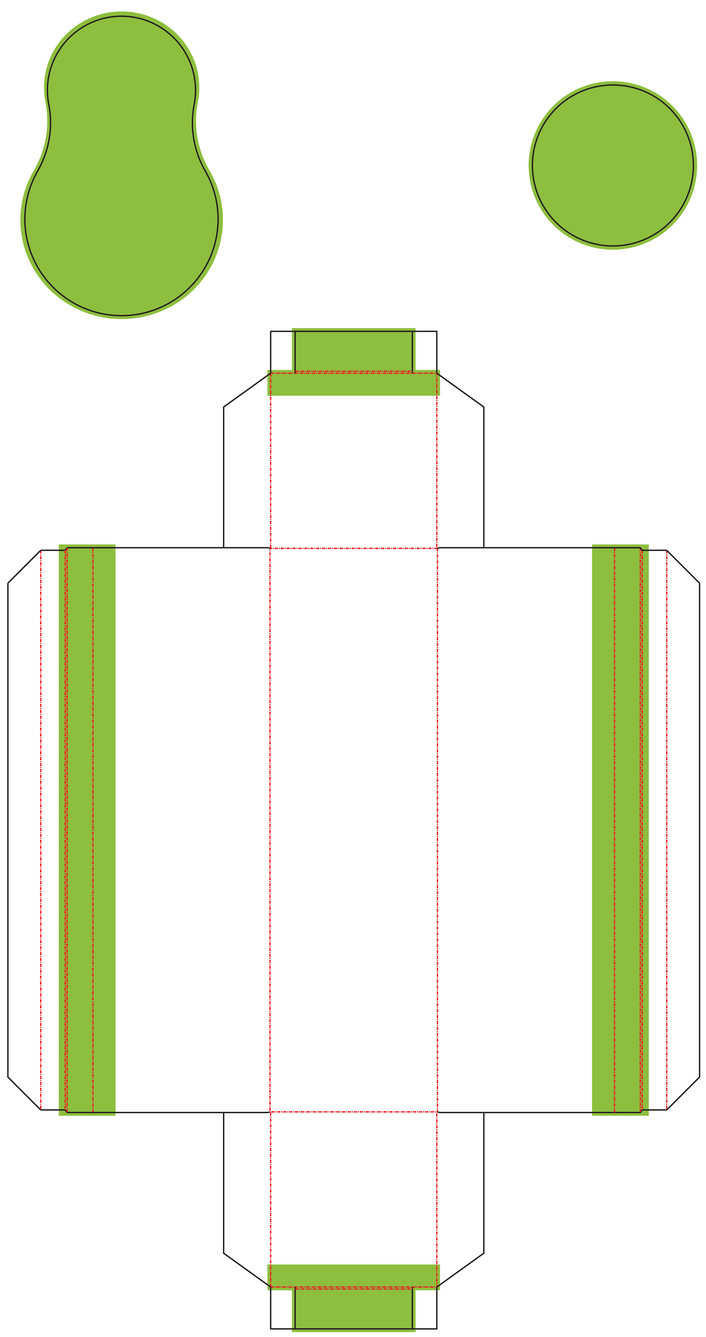
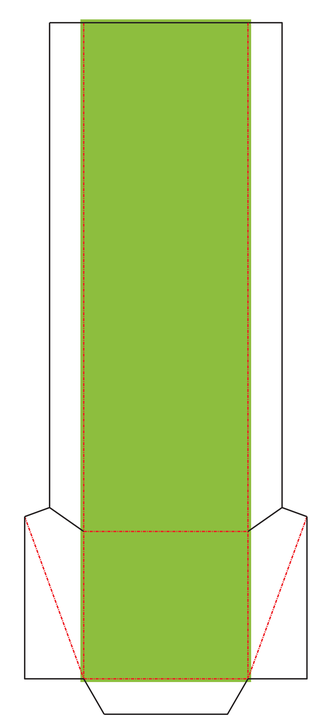


Legenda

- àrea de impressão
- corte
- vinco







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proximity alarm
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kidkeeper
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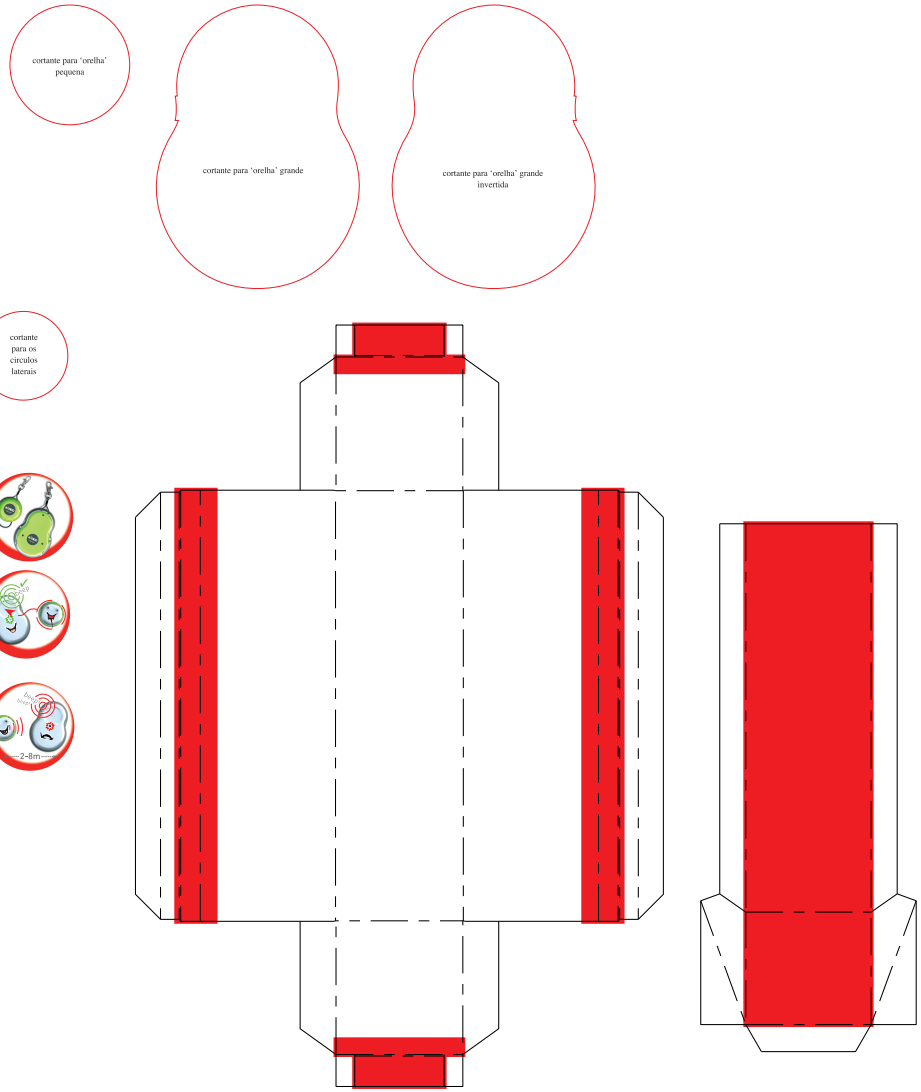
kidkeeper
proximity alarm
KIDDO
kidkeeper
KIDDO
kidkeeper

2-8m

2-8m


cortante para 'orelha' pequena
cortante para 'orelha' grande
cortante para 'orelha' grande invertida
cortante para os circulos laterais