



# June 2010 Sneak Peek...Conceptualizing Phones of the Future



**LG** Presents

Kimball

Design the

**FUTURE**

competition

**2010**



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Honorable Mention

awarded to

**Helix Design**

**LG Warp**

Mobile Phone Concept

• Product Design

• Product Forecasting

• Engineering

• Prototyping

# From LG aLIFE, a mobile phone concept and life coach in one...

## aLIFE by LG

Using Equival technology, aLIFE monitors user heart rate, blood pressure, perspiration, and body temperature  
[www.equival.co.uk](http://www.equival.co.uk)

Using a bank of Photonic Glucose Sensors, aLIFE measures blood glucose levels without drawing any blood; alarms are sounded if an unsafe level is detected  
[www.primephotonics.com](http://www.primephotonics.com)

With its internal pedometer, aLIFE measures level of activity throughout the day

First responders (Paramedics, Firemen and Policemen) can download user medical information immediately with aLIFE, using up-to-date medical records to react most appropriately in an emergency

aLIFE allows doctors to access vital user records via a secure network connection to monitor healthy living

The Helix Design "Sneak Peek" for June 2010 highlights our development team's continual effort to stay at the forefront of new materials, processes, and technologies. Involvement in design competitions is just one way Helix designers can push the bounds of product development while comparing our design mettle to other firms and individual designers (it's also a great way to fund team-building social outings).

LG Mobile Phones partnered with crowdSPRING to hold a competition to define the next generation of mobile communication. Participants were asked to predict what the mobile phone space would look like in the United States within the next 2-3 years. LG was *not* looking for a long list of specifications or phone ideas that already existed; they were looking for a cool new concept or "big idea" supported by usage scenarios and user experience illustrations. Each concept had to be positively *crammed* into one 1,024 x 3,072 pixel page to be considered.

Our team's first submission was the "aLIFE" concept: part wrist-worn cell phone, part life coach, the aLIFE sports a display that doubles as a Bluetooth headset. While attached to the phone, the display projects user heart rate, glucose levels, level of activity, and other vitals. It serves as an on-the-go repository for a user's medical history that can be easily downloaded by first responders and medical staff alike.

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# ...to the ultra-tactile LG Warp concept.



## The LG WARP

### At Play...

Control locations may be customized to any game for maximum flexibility.

Tactile controls offer unlimited possibilities.



### In the moment...

Media Mode is super fun with custom chat-cons.

Jill and Alice are having a blast with combining videos and text to share with family and friends.

### Phone Mode

Various buttons may bump or depress according to specific functions.



### On the job...

Bill dropped his phone in a mud puddle, wiped it off and made a call.

The fully sealed WARP phone is very comfortable to use in the field. Tactile interactive browsing makes selecting items fast and easy.

### Media Mode

Customized icons may be assigned to various areas based on preference. These icons may launch various text phrases and stored media.

### Camera Mode

A bracket graphic provides framing for photos and video.



Our team's second (and Honorable Mention-winning) submission was the "Warp" concept: it targets users who believe that technology should conform to *their* needs, and not the other way around. The Warp's internal assembly is comprised of flex circuits and high durometer rubber housings. The outer surface incorporates layers of clear silicone embedded with electro-chemical deposits that expand and contract according to specific voltages precisely applied. The entire surface serves as an interactive display where buttons raise and lower in response to the applications open and actions executed by the user. While the solutions we explored for the Warp concept were highly technical in nature, features that help to differentiate one brand from the other are often combinations of form, fit, and (technical) function.

Helix Design excels at new product development. We can help you improve your time-to-market, ease your resource bandwidth issues, and/or revitalize products that aren't meeting your product goals. If you have needs or challenges in product development and are looking for a product development partner, let us execute intuitive product design that gets your products noticed and wins you more business! Contact Troy Barber and our sales team when you are ready to get started.

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