

Sneak Preview...
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Helix

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Pantone Color Cue 2

Pantone is a world-renowned developer of a color matching system for print, plastics and textiles. Pantone had produced an electronic device that allows the user to cross-reference any inspirational color with Pantone's vast library. What Pantone didn't have was a product that was appropriate for a design-savvy audience.

For its next generation product, Pantone approached Helix with the task of addressing the aesthetic and functional problems of the initial model. Helix worked closely with the technology team to push improved user interface and features that would add "wow factor" to a designer's product.

Existing product offering



Updates in sight...



Color Cue 2 fulfills Pantone's desire for a fresh, appealing form to communicate quality, perceived value and the cool gadget "vibe" that designers appreciate. The combination of dynamic surface treatments and sleek aesthetics emphasize it as a portable, handheld product to help promote active use. The Color Cue's improved ergonomic design consists of insert molded elastomeric regions which provide for a comfortable grip in either hand.

Strategically placed button arrangements make operation far simpler than its predecessor. Calibration is also made easier with a black/white chip reader conveniently located on the back of the battery door. This awareness to detail is what makes Color Cue 2 a successful design for designers.

Color Cue 2...now available

Hitting the mark...



The success of the Color Cue 2 was the beginning of an ongoing relationship with the Pantone Corporation. Our use of the collaborative HelixOne Process gives us an advantage in bringing products to life and improving our customers' bottom line.

To find out how Helix can make your product a success, please contact our Business Development Manager at 603.644.1408 x104. To learn more about the HelixOne Process, please visit our website at www.helixdesign.net.

Thank you for your time,
The Helix Development Team

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