



## February 2010 Sneak Peek...Defining the Voxtec Brand



• **Product Design**

• **Product Forecasting**

• **Engineering**

• **Prototyping**

# Branding as a means to differentiate your products...



Voxtec International ([www.voxtec.com](http://www.voxtec.com)), of Annapolis, Maryland, manufactures best-in-class mobile translation systems for military, law enforcement and corrections, construction, and Native American language revitalization applications. Since hiring Helix Design almost a decade ago to ruggedize and redesign the initial Phraselator® Model 1100, Helix continues to play a primary role in defining the Voxtec brand across a growing family of products.

As it relates to industrial design, branding involves the process of creating a look and feel for a product (or family of products) that visually and functionally affirms a manufacturer's goals while differentiating their products from the competition. Voxtec's speech-to-speech translation technology was originally developed to support military operations. As a result, our re-branding of the Phraselator® P2 required that we define a visual and functional language that would be at-home in a warfighter's pack: easy to operate while wearing gloves, designed to take a beating, and reliable under fire.

Voxtec's SQU.ID® SQ.200 hands-free, eyes-free device required a refinement of the Voxtec brand language that reflected how it is used: designed to be securely worn with a MOLLE-compatible holster, the look and feel needed to subtly project reliability and ruggedness while allowing users to focus attention on their tasks, not their equipment.

• Product Design

• Product Forecasting

• Engineering

• Prototyping

**...and affirm what you want your products to represent.**



The next generation Phraselator® P3 updates the look and feel of the P2 while taking advantage of improvements in technology and reductions in component sizes. We evolved an interface that is still easy to use while wearing gloves, but migrated to a cast aluminum enclosure that beefed-up the device's ruggedness and incorporated visible fasteners and elastomeric details to reemphasize the reliability of the Voxel brand.

While Voxel leads the way in overcoming today's language barriers with real-world technological solutions, Helix's job is to make sure that the look and feel of their products affirms the technology, value, and performance of the Voxel brand under the most challenging environmental conditions.

Helix Design has a passionate team of seasoned industrial designers and mechanical engineers who excel at developing products that look great and perform exceptionally well under fire. If you are concerned that your products aren't speaking in a language that your customers can understand, give Troy Barber a call @ 603.836.0290. We offer full-service product development services including product forecasting, industrial design, mechanical engineering, and rapid prototyping.

[www.helixdesign.com](http://www.helixdesign.com)

• **Product Design**

• **Product Forecasting**

• **Engineering**

• **Prototyping**