



The Gadget Show > 2008

Compact Fashion Camera

At Curventa we regularly anticipate trends in the market for our clients. Our concept generation exercise for The Gadget Show is a prime example of our forward thinking approach.

Problem

The digital camera market is saturated with similar functioning and looking products, very often packed with functions and confusing interfaces which are frustrating to use. Digital cameras have generally remained the same, technologically, and aesthetically for years.

Solution

The Gadget show approached Curventa to design a sleek, feminine and revolutionary concept digital camera for presenter Suzi Perry.

An in depth market audit was carried out into the history of the digital camera and the current market as it stands today.

Research was then carried out into emerging technologies that could drive the design through innovative interaction and functionality.

The concept incorporates a flexible Oled touch screen, which when pulled out allows the user to take a photo. To zoom in and out the user flexes the screen in concave and convex motions; promoting a natural interaction and movement to zooming. The size of the screen is the same as a 6x9 photo, giving the user a true representation of their photo.

The camera uses the latest liquid lenses, allowing for a more compact camera. Integrated into the top of the camera is a DLP projector allowing the users pictures to be projected onto a wall or screen, to view with friends or family. Wireless charging, Bluetooth connectivity and integrated hard drive are also included to create a seamless product with no ports or slots.

The programme was aired on 21/04/08.

"80% of the public said they would buy it"

Gadget Show Survey



- Market Audit
- User research
- Technology Research
- Concept generation + Brainstorm
- 2D rendered visuals
- Photorealistic imaging
- CAD 3D Modelling
- Prototype