KODAK KINNECT

CLOSING THE GAP BETWEEN DISTANCES.
OPENING A NEW WORLD OF COMMUNICATION.

KODAK
Product Guide
Luke Tolchard

MEET
THE TEAM
THE FACES BEHIND THE BRAND

LUKE TOLCHARD

JACK DAY

RUBY OVENDEN

HARRISON SIDDALL

HANNAH COOMBS

CAITLIN BEER

Kodak

CONNECTING FAMILIES

HOW WE ARRIVED AT OUR BRIEF

The contextual design module began with a Future Agenda workshop, where as groups we identified some of the worlds most challenging problems. From here we narrowed down the problems to the top three that we felt were most important to us. Lack of human touch came out top. We explored how human touch and the lack thereof effected people and where it was most important. Through thorough research and tutorial feedback we were able to identify a specific problem and create a group brief:

How can Kodak as a brand address the problems caused by a restricted amount of time spent together as a family?

OUR PROBLEM STATEMENT

Families are becoming increasingly anxious about the lack of time spent with their loved ones. It is not always possible for families to increase the amount of time spent together, so it is therefore of huge importance that the time they do spend together is treasured and enjoyed. Kodak is in the perfect position to address this.

Not only will Kodak capture special family moments, but it will also help create new moments of joy through design solutions suitable for the families of the future. These solutions will either help families make the most of time spent together, or help them feel more connected when they are apart.

BRAND VALUES

COLOUR, MATERIALS, FINISH

AS KODAK EVOLVES OVER THE COMING YEARS, WE AIM TO INCORPORATE THEIR CURRENT VALUES WITH OUR OWN TO CREATE CORE VALUES FOR THE FUTURE.
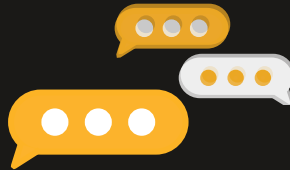
Imaginative.

Creating new forms of communication between loved ones.

Honesty.

Hiding nothing. We aim to always communicate with our consumers.

Inclusivity.

Providing everyone with the opportunity to communicate however they feel necessary.

Sensitivity.

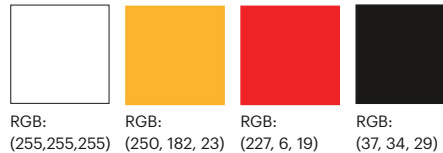Understanding some people struggle and supporting them when they do.

BRAND
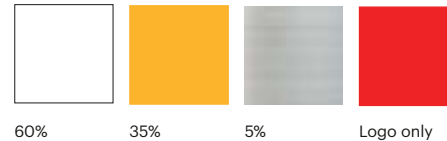## GUIDELINES
COLOUR, MATERIALS, FINISH

The new range of Kodak products have been designed predominantly for use by children and families. As a group, we decided to use white as our main colour, giving the products a fresh look. We added splashes of Kodak orange to make the product more fun, and tie in with the Kodak brand. We added the logo with a pop of Kodak red, the brand's main distinguishing colour. The details in aluminum helped create a sleek and modern look for Kodak's new direction.

With Kodaks new focus on connecting families comes an updated logo using symbolism to emphasise the importance of connection, whilst maintaining Kodak's look and feel. In this way, we hope families can enjoy Kodak for years to come.
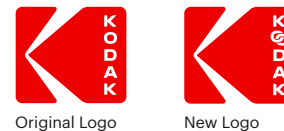
BRAND CMF

RGB:
(255,255,255)

RGB:
(250, 182, 23)

RGB:
(227, 6, 19)

RGB:
(37, 34, 29)

PRODUCT CMF

60%

35%

5%

Logo only

LOGO USAGE

Original Logo

New Logo

KODAK KINNECT

HOW CAN KODAK HELP IMPROVE CHILD SEPARATION ISSUES FROM MOTHERS GOING INTO AND ALREADY WORKING IN THE ARMED FORCES?

Kodak Kinnect is a product that solves communication problems within military families where parents are forced away from their home due to military needs.

For children there's nothing better than seeing your parents, but when one of them is gone it's disruptive to the child's home-life. Kodak Kinnect tackles this problem head-on by bringing the parent back into the home. Without both parental figures in a child's upbringing they are more likely to develop social and mental health problems. Furthermore, child attachment to their parent degrades over periods of not being in contact and/or seeing them. Therefore, the Kinnect is in place to mitigate the effects of parental-child separation.

Communication methods used by military personal to talk with their loved ones back home is severely limited. Due to the strict nature on taking photos and video calling, this makes for difficult communications with home and hence they still use primitive communication methods.

KODAK
KINNECT
BRINGING YOU BACK HOME

Currently no product is suited for the unique challenge's military families face. Trying to maintain their connection over vast distances with limited talk time.

Kodak Kinnect has been developed to seamlessly integrate into the home. Using existing military communication methods as a guideline, the Kodak Kinnect can transform any audio or message-based communication system into a 3D projection of that individual talking and interacting with you.

Through the innovation of volumetric imaging, the 6-projectors can accurately recreate any individual in 3-dimentional space that is scanned into the device. Once the individual has been through the scanning and identifying phase, Kinnect can resemble that individual with unprecedented accuracy. Kinnect's learning algorithm constantly updates and improved upon the model buy learning through further scan analysis or through phone calls and messaging but picking up on commonly used phrases and speech patterns so to sound more like them.

During the conversation the Kodak Kinnect takes photos of your family and picks up on key moments. Moreover, you should never feel left out of important events. The Kinnect can project your model at a distance for group photos and intelligently position you in the group making you look natural.

KODAK

SCANNING
AND IDENTIFYING
HOW YOUR MODEL IS BUILT

STEP 1:
Activate the Optical Drone and launch the 'Identify' mode on your mobile device.

This is where you create new identities.

STEP 2:
Build yourself an identity profile.

Add details about yourself

STEP 3:
The Optical Drone will ask you to perform a series of actions and speech drills as the drone records and scans you.

This process lasts for about 10-minutes

STEP 4:
Upon completion of the drills you can further define and improve upon the model by selecting the 'Define Identity' feature found under the 'People' menu.
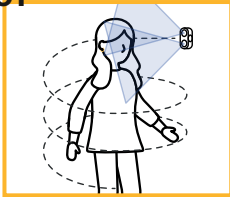
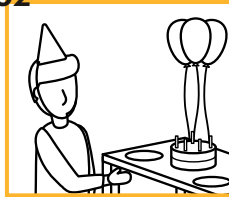You can further define more parameters such as: Scan Definition; Speech & Voice; Movement; etc.

PERCENTAGEBAR 100%

K O D A K

STORYBOARD

HOW THE USER INTERACTS WITH THE PRODUCT

01

Before Jane's deployment, she is asked to perform actions as she gets scanned into the Drone.

02

Several weeks later it is Karl's birthday and Jane isn't there to celebrate with him.
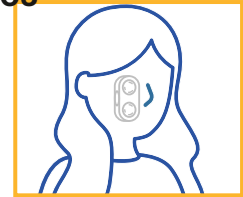
03

Jane is able to get time off from her duties to ring home to wish Karl a happy birthday.

04

Karl and Jane's Husband receive a call from Jane and answer it through the Drone.

05

The Drone activates, hovers, and produces a 3D projection of Jane in the living-room.

06

Jane's incoming audio is analysed for emotions, phrases, and relevant actions to be outputted.

07

The Drone produces natural movements and syncs her incoming speech to her projection.
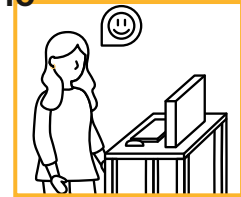
08

The Drone can recognize who Jane is directing her conversation to and looks at them as she speaks.

09

As Jane nears the end of the phone call, she takes a group photo, including herself in that photo.

10

Throughout the conversation the drone has taken images so Jane can look through them in her own time.

TECHNICAL
FEATURES

2x 3D Filler Projectors

8K volumetric projectors. Activates when the Oprical Drone is situated within the projection to fill in the dead spots.

4x Main 3D Projectors

8K volumetric projectors. Capable of projecting an individual at 1:1 scale upto 20 meters away.

8K Camera

High definition, wide field-of-view camera for detailed full colour images.

Bladeless Hovering

Controling the flow of air over the body and using it as thrust to maintain and change direction in the air.
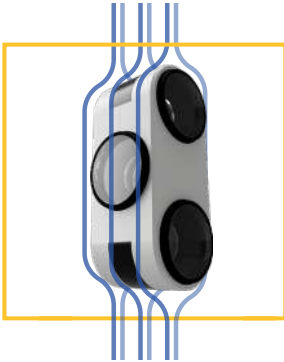
USB C

For fast transfer rates of data and quick charging.
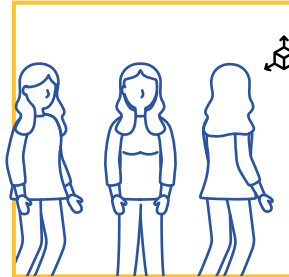
KODAK

KEY FEATURES

Bladeless Technology

Do you hear that? No? Well that's the innovation of bladeless drones. This Drone navigates air around its body forcing it downwards which produces thrust with no noise.

3D Projection

The Drone's 4 main and 2 filler volumetric projectors can produce a full 360° projection. This creates depth to the projection which increases realism.
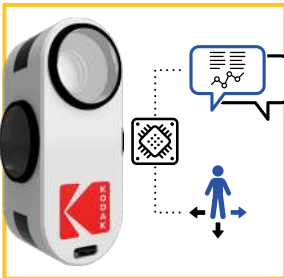
Intelligent Prediction

The Drone can predict what the output should be before the user has said a phrase making the conversation more natural and fluid for those viewing the projection.

Smart Messaging

Intelligent predictions determine what should be outputted. The Drone analyses incoming messages and then acts them out as if the individual was really talking to you.

Kodak

KODAK
Product Guide