

## Applying scientific rigor to create robust product technologies

Few innovation partners can unite design excellence with applied science. At CDP it's our everyday reality, perfectly shaped into winning products for clients. The creation and application of new technology is at the heart of our work. Our Applied Science team has the skills and expertise to create breakthrough products across a wide range of disciplines, and to help build strong patent portfolios to protect the value we create.

When transferring technology from the research lab into mass manufactured products, it's vital to start with a deep understanding of both core science and technology readiness, to ensure the resulting product design is robust, safe, delivered on time, and primed for commercial success.

Our highly qualified scientists work closely with our wider innovation teams to undertake the research, theoretical analysis, modeling, and lab-based experimentation to provide a firm foundation for successful product realization. With a proud portfolio of products that are effective, robust, and human-centered, CDP is proof that innovative ideas are just the beginning.

Speedo wanted to launch their next generation swim tracking product in time for it to be pre-installed on a new Samsung wearable. So we quickly developed sophisticated algorithms to use accelerometer and gyro data to create reliable performance metrics.

Unilever planned a market trial of their new soft ice cream offer, but their prototype dispenser had technical challenges. We identified and resolved the issues, re-engineered the dispenser, and then manufactured 50 connected appliances that were installed in outlets across Europe.

An in-depth understanding of core technology is critical to securing a long-term innovation pipeline. We bridge the technology gap between an idea and a commercially successful product.

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