

Creating smarter products

We spark consumer engagement through transformational products that shape the future of consumer technology.

At its best, consumer technology makes our lives easier, more fun, and even more meaningful. Today's consumers seek memorable, innovative experiences with on-going value, and with decades of consumer tech experience under our belt, we know how to deliver. We specialize in next generation smart products and complementary digital services that create consumer engagement, generate new revenue streams, and facilitate novel business models.

The multidisciplinary teams at CDP bring not only a history of success in consumer technology, but also experience in healthcare, FMCG, industry and more, ensuring we always apply the latest techniques and most cost-effective technologies. We bring together knowledge and inspiration from across disciplines so we can bring you the extraordinary.

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.

Getting new products to market efficiently is crucial to maximising your return on investment.

Our focus is on creating products and digital services that enhance and create new consumer experiences while bringing convenience, peace of mind, and even joy to our daily lives.

Neil Campbell

Head of Consumer Technology

The US market for home kitchen knives is dominated by a handful of brands. When DKB Household wanted to enter it, they challenged us to innovate in this mature product category.

We undertook the end-to-end development of the system's hardware and communications

backbone. We designed, built, and tested the system components and implemented Asian based manufacturing for a market trial in 300 apartments, all in just 12 months.?

We designed and manufactured an ingenious connected sensor to prove the monitoring technology to market leaders in home automation. The unrivalled performance and ease of use of the sensor, together with positive trial results led to a successful new product launch.

18 Oct 2023

23 Jun 2022

7 Jun 2022