

PORTABLE PRINTER

MIND TO MARKET EXPLAINED

Cynthia Pierce received her patent for a Portable Printer in August 2006. Not having a resolved design was her biggest hurdle to prove her concept and thereby license her patent. The IDEA team identified the key features of the product and developed it into a manufacturable product.



1 RESEARCH

An intensive technology and user interface research resulted in the identification of the appropriate printing technology. The identified problem areas were the variable location of ports & vents, accessibility of disk drives & the user interaction.

2 INDUSTRIAL DESIGN

It was designed to be portable, compact, and act as a stand for the laptop with an integrated cooling system. The laptop can be tilted to suit various ergonomic postures. The printer also has a wrist support area and laptop strapping feature.

3 ENGINEERING

The engineering team developed the paper feed in & out system integrated with the color Inkjet technology, bluetooth, & power backup using rechargeable NiMH battery pack. The cooling system & the laptop tilting mechanism was devised.

4 ANIMATION

The animation storyboard clearly shows the internal workings of the Portable Printer including the relationship between all the different moving parts. It also demonstrates the unique features and shows how and where the Printer is used.

5 MANUFACTURING ASSESSMENT

IDEA's team of manufacturing experts ensured that each part and sub-assembly were fine tuned for eventual cost effective and efficient manufacturing by picking the right materials and processes for the job.

6 MARKETING LICENSING PORTFOLIO

The communication and marketing team at IDEA put together a comprehensive document and accompanying CD that is the Marketing Licensing Portfolio which explains the design, engineering and manufacturing details.