



acer

The Spirit of Design

The Spirit
of Design

Design is
everywhere



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Technology and Design

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Technology has been the single-biggest industrial design innovator of all time, and the speed at which new technologies are being discovered and introduced means that technology has altered both our perception and hunger for design.



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and Design is...?

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Design
doesn't just happen

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***Breaking down the barriers
between people and technology
is not just about processor speeds
and cutting-edge multimedia components.***



product
design
award

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The Emergence of difference

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Good design marks a clear
product identity

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Two different worlds

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- Whereas the professional market looks for “**productivity**”, the consumer looks for “**expression**”.
- Where the professional seeks “**reliability**”, the consumer seeks “**friendliness**”.
- “**Well-built**” for one is as important as “**Comfortable**” is for the other
- And where “**efficiency**” means everything to a professional, “**versatility**” is what home users prize the most.

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Worldwide focus group research

Consumer and Commercial markets represent opposite ends of the design spectrum

NB design demands for Consumer market:

- **Quality design**
- **Trendy appearance**
- **Superior multimedia performance**
- **Distinct individualization**

NB design demands for Professional market:

- **Reliable**
- **Enhances efficiency**
- **Professional-looking**

Acer commissioned BMW Group DesignworksUSA a global market research project

- **7 months intensive collaboration with internationally renowned design team**
- **9 months design engineering development**
- **More than 100 fully dedicated designers and engineers**

Acer then took this knowledge created two different product families

- One is a revolution in consumer desire. The other, an evolution of business efficiency.
- One is the natural shape of technology; the other shows its power in the details
- One introduces a new life style, the other a new style of business.

The Aspire Gemstone Concept

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Nature Shapes. Technology Creates



Shape and Form: **holographic 3D LCD cover**

Surface treatment: **CeramiFinish interior**



Multimedia function: **Dolby Home Theater**



Detail Treatment: **the media flow line**



Signature design with 5 meters identification:
product identity can be recognized from a
distance.

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The TravelMate ProFile Design

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Performance is in the details



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Performance is in the details

- Performance: this is everything the TravelMate stands for.
- It is the value business customers use to see their efficiency grow.
- **Magnesium alloy outer casing**
- **Enhanced data security and system physical security**
- **Adaptable usability**



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Thank you