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From 3C Trend to CMF 从3C产品发展趋势谈CMF应用

by PEGA D & E
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PEGA 和碩設計
Design & Engineering



和碩聯合科技

2008.1.1成立
以設計為首的代工公司
全球超過70,000員工

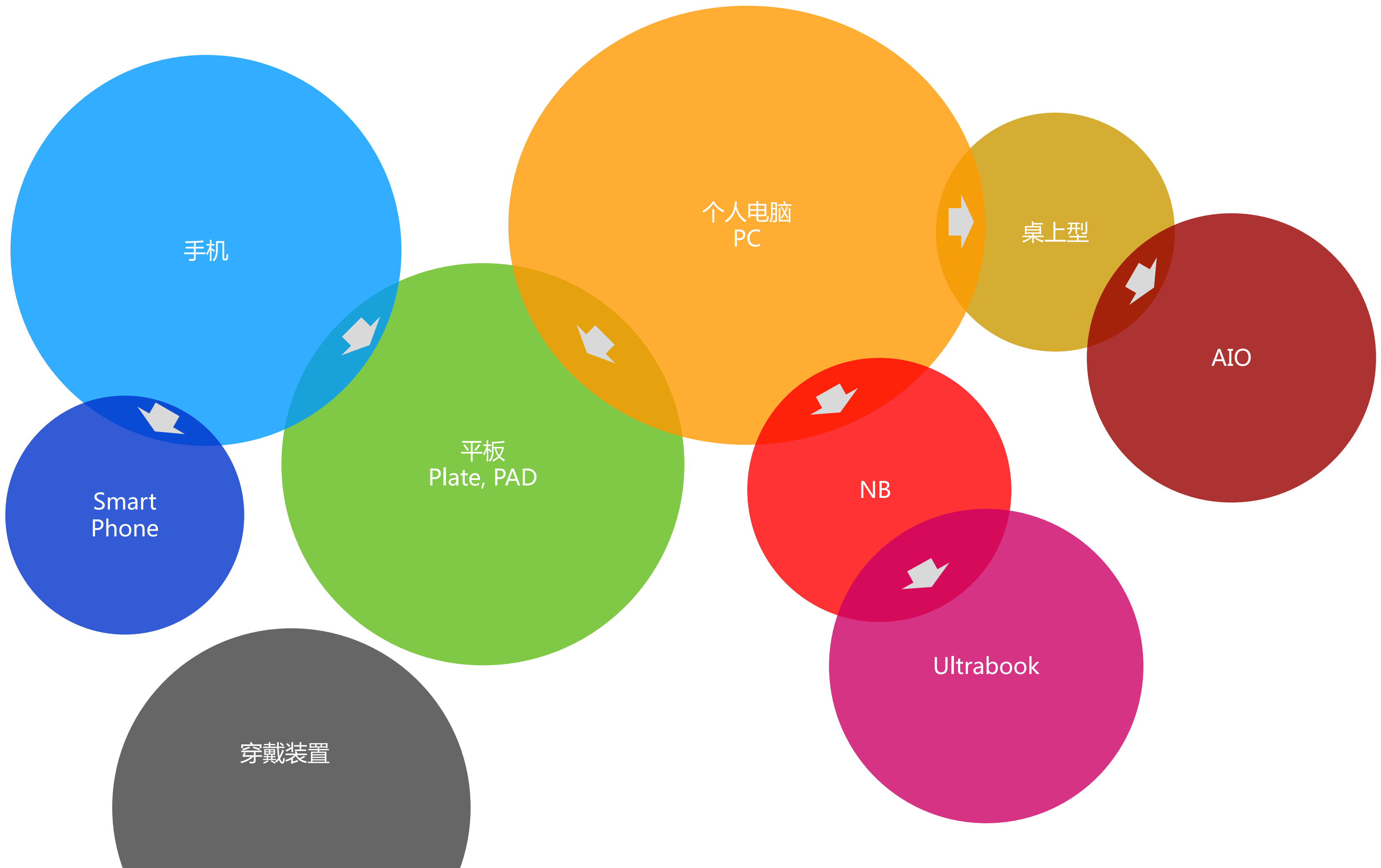
公司介绍影片
因档案较大，先不附上

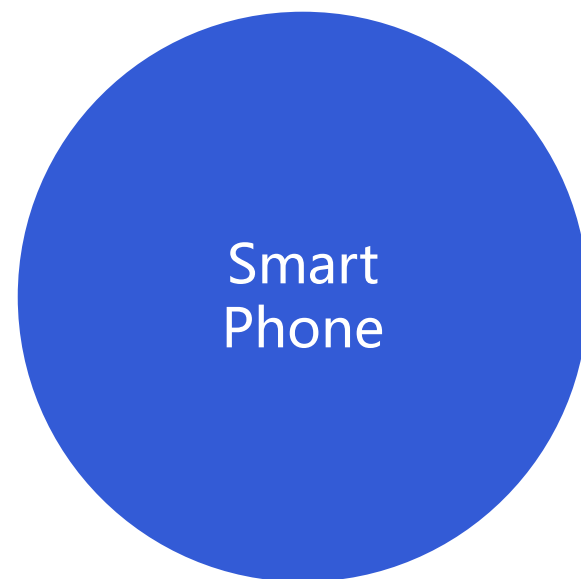
計算機：**C**omputer

通信：**C**ommunications

消費性電子：**C**onsumer-Electronics



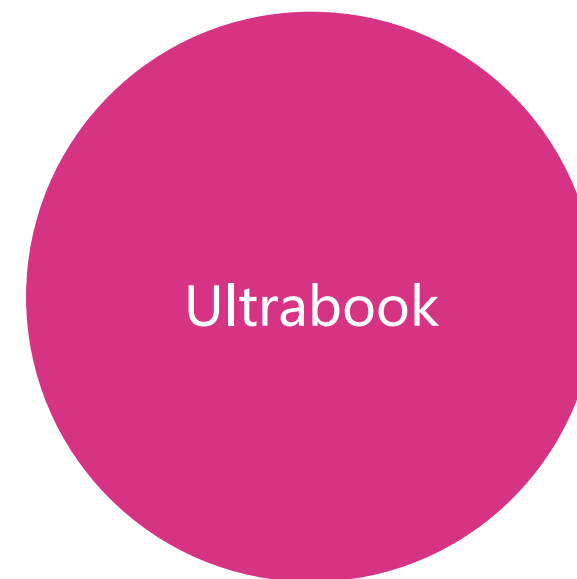




Smart
Phone



平板
Plate, PAD



Ultrabook

摄像功能强
设计简洁
大屏
配件无线化
多点触控
防水，防摔，防尘
凸显品质
触控更灵敏
待机时间长
可扩展
更智能化
周边多样
轻薄



智能联网



云计算



语音控制



体感操作



Touch Cover



Soft Touch Screen



近场传输、充电



曲面玻璃

依循产品发展潮流
CMF该如何应对？

輕



薄



強





还有最重要的：

成本

材质效果与制程的开发方向

比较项目	塑胶	金属
重量	★	
厚度		★
强度		★
价格	★	
价值感		★
表面处理	★	

金属：Al alloy-6063, Al alloy-5052, Mg alloy-AZ91D

塑胶：PA-GF alloy

从材料出发只对了一半！

材质效果与制程的开发方向



材质效果与制程的开发方向



Design Trends

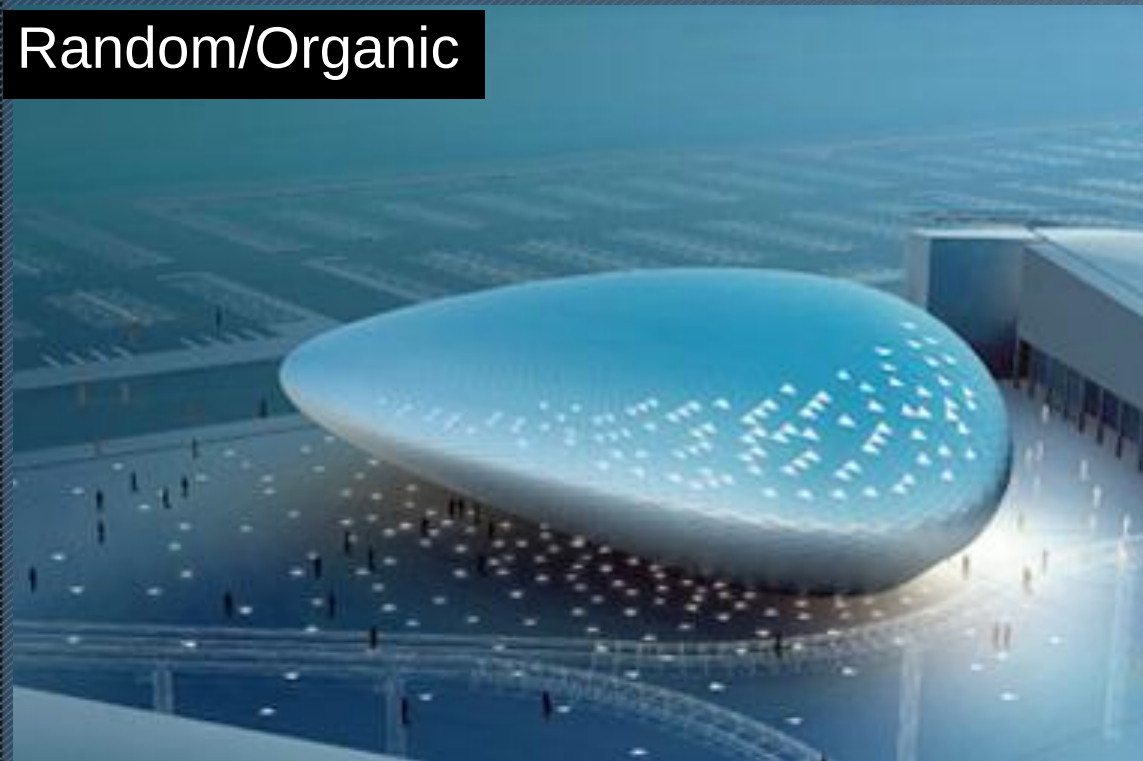
in Industries of Different Scales

- Architecture
- Car Styling
- Interior / Furniture
- Product

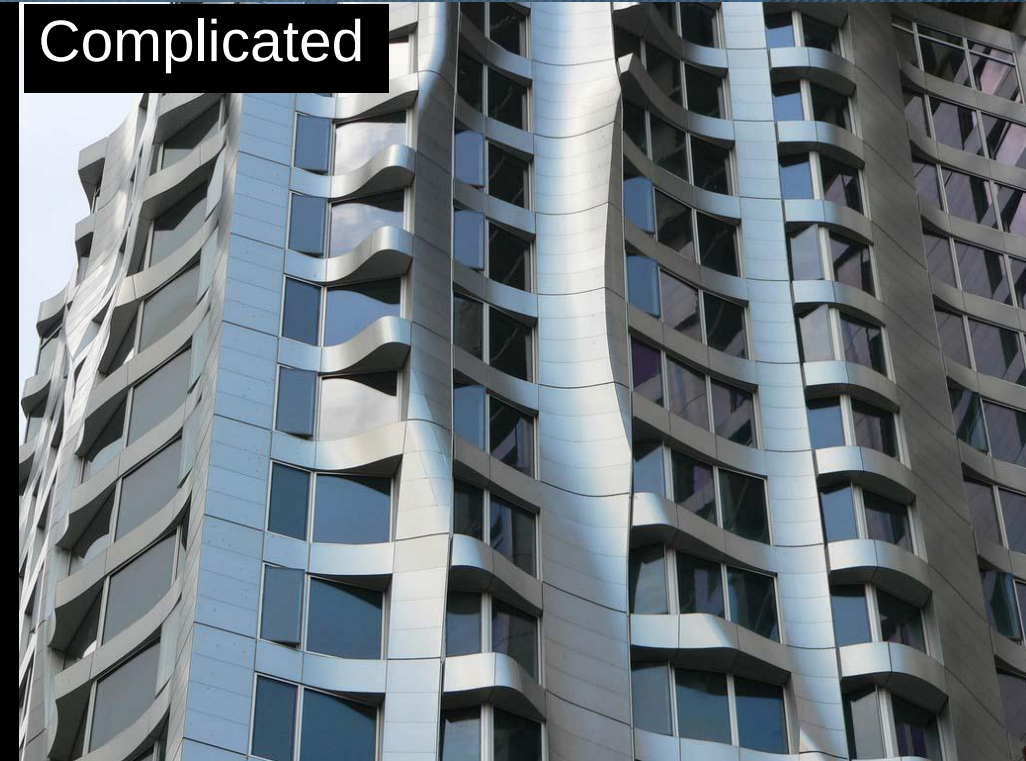
Architecture

CAID design and manufacturing enables architects to break the limitation of horizontal and perpendicular lines.

Random/Organic



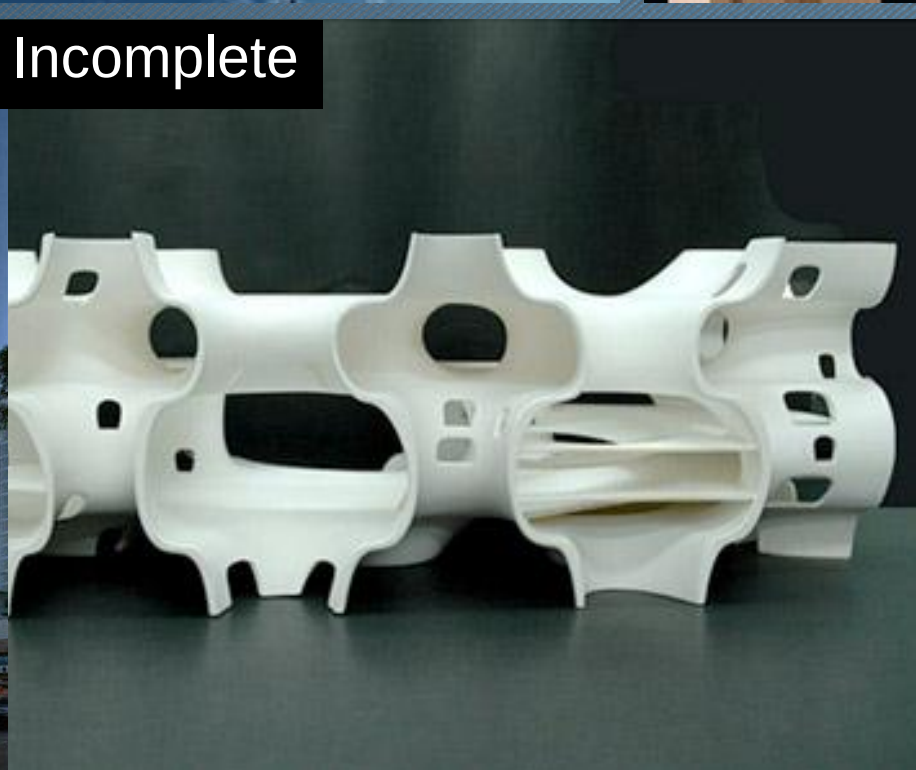
Complicated



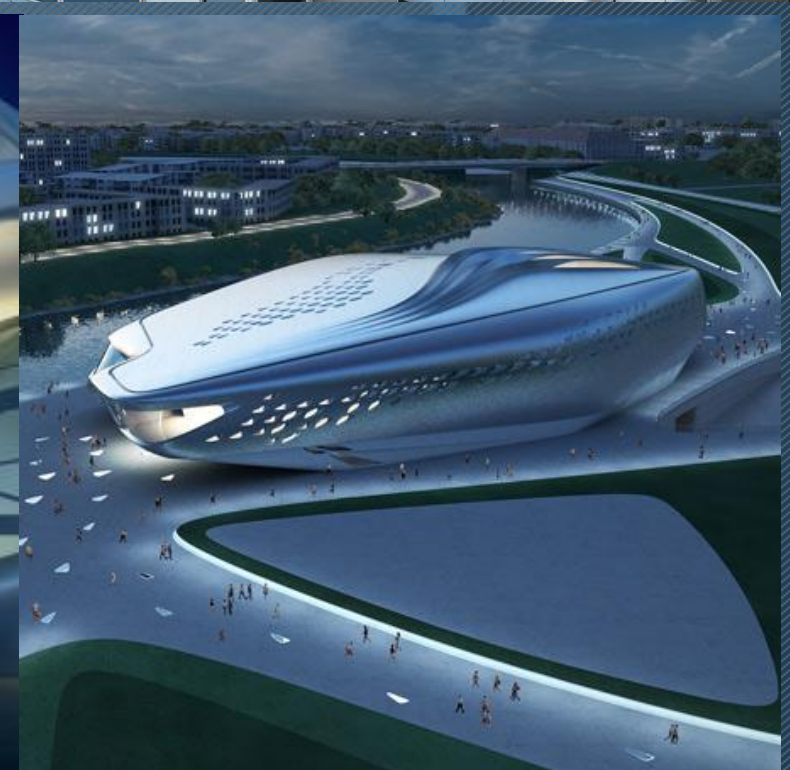
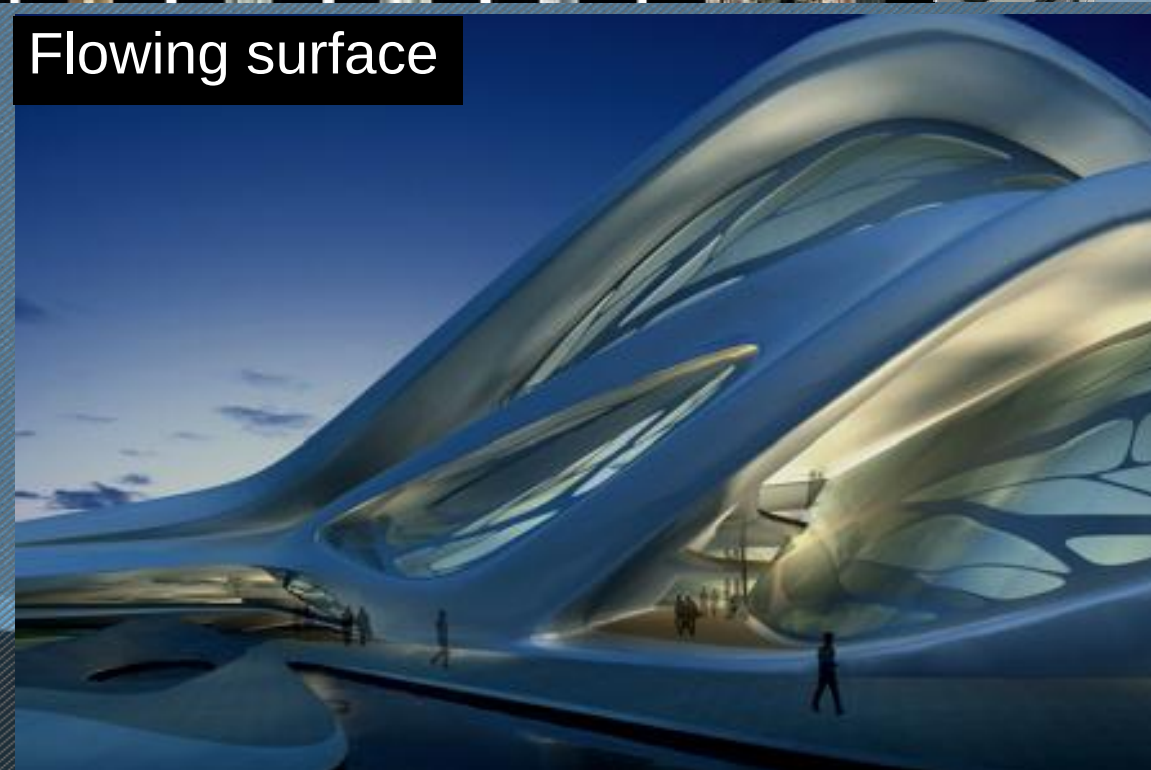
Sharp



Incomplete



Flowing surface



Car Styling

The ever most dynamic forms are from the mastering of composition of lines and flowing surfaces. Edged, angled lines delineate a rather aggressive futurism.

From steady to moving



Linear light



Sharp edged



Multi-angled



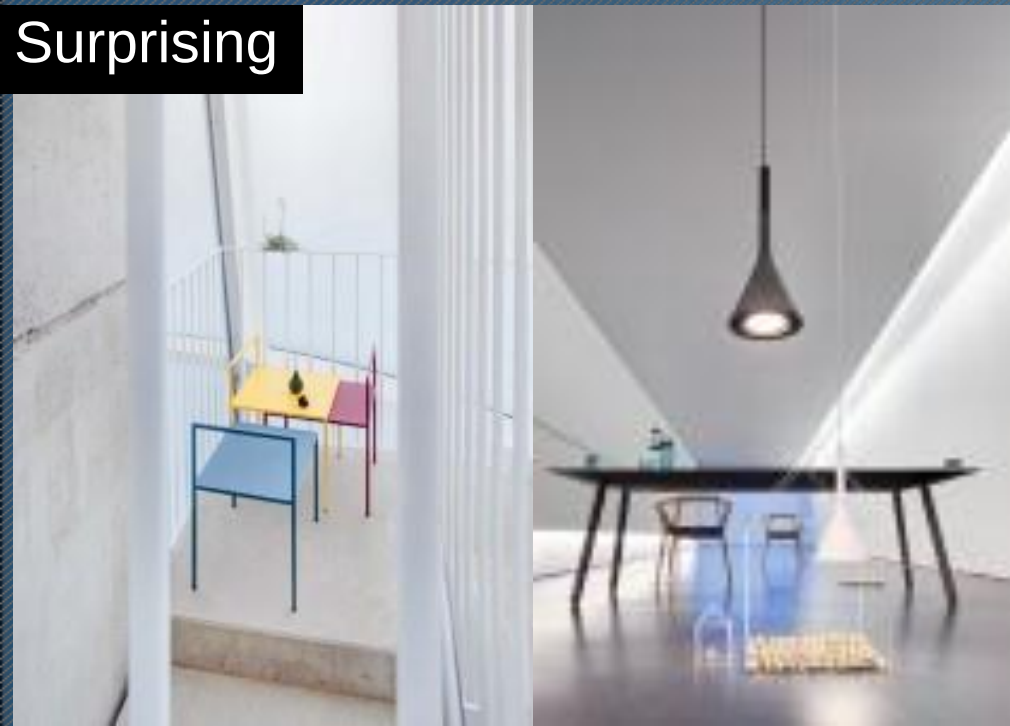
Dynamic shape



Interior/Furniture

Pursuing nature and craftsmanship feeling, interior design trend turned its back to minimalism. Raw material, mix & match, grotesque combination, try to find the new balance to modern life.

Surprising



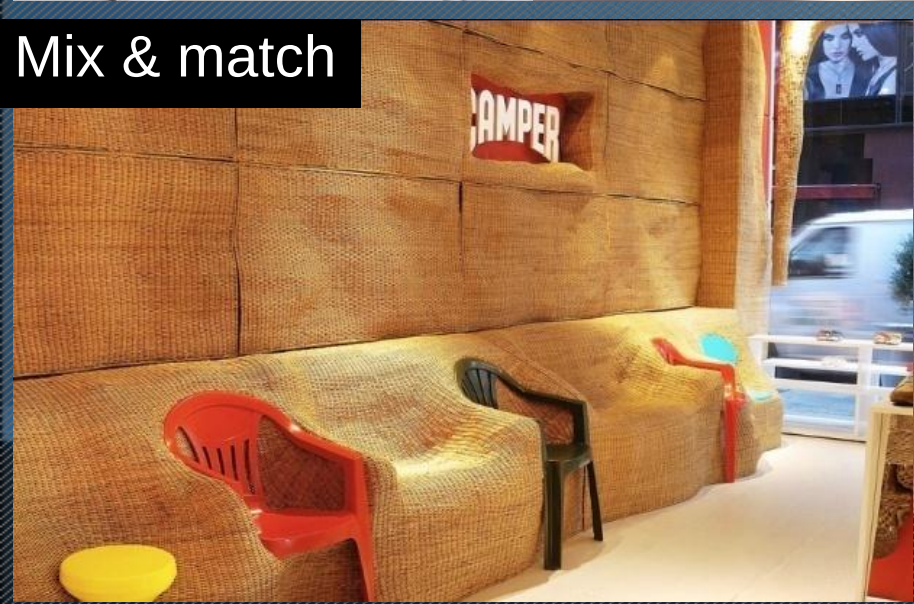
Austerity



Whimsical



Mix & match



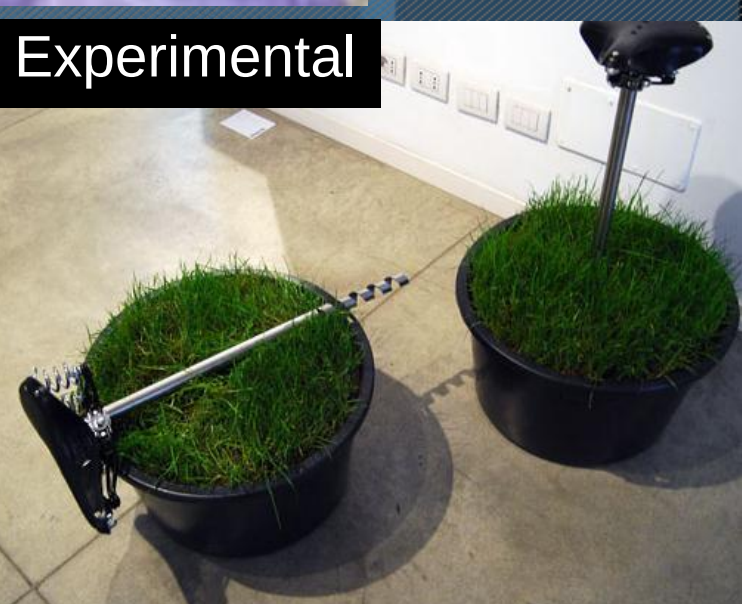
Craftsmanship



Contrast



Experimental



Product

Rebounding from minimalism, seeking for a little bit more flavor, products are more a extending of personal styles. Contrast of elements/material/colors, dramatic tension delights life.

New minimalism



Graphical element



Twist



New composition of elements



From contrast to fun



Fusion



Personalized



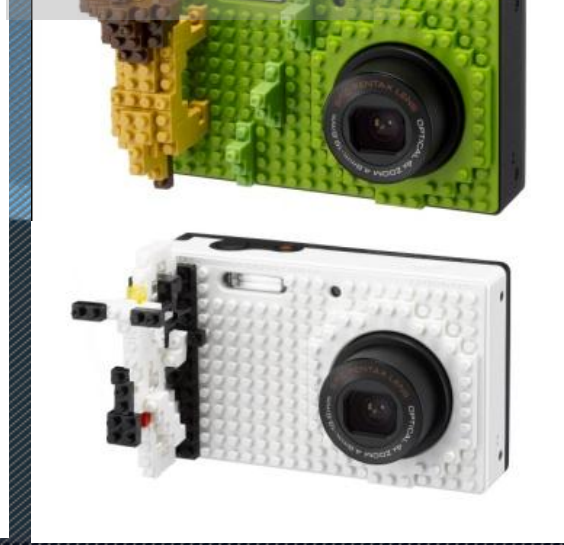
Self expressive



Pronounced form



Customizable



IT Products Design Trends

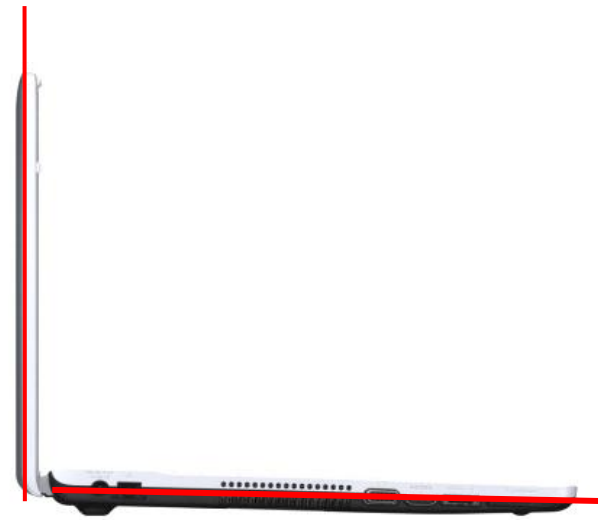
Simple but More

- Reduction
- Identifiable Feature

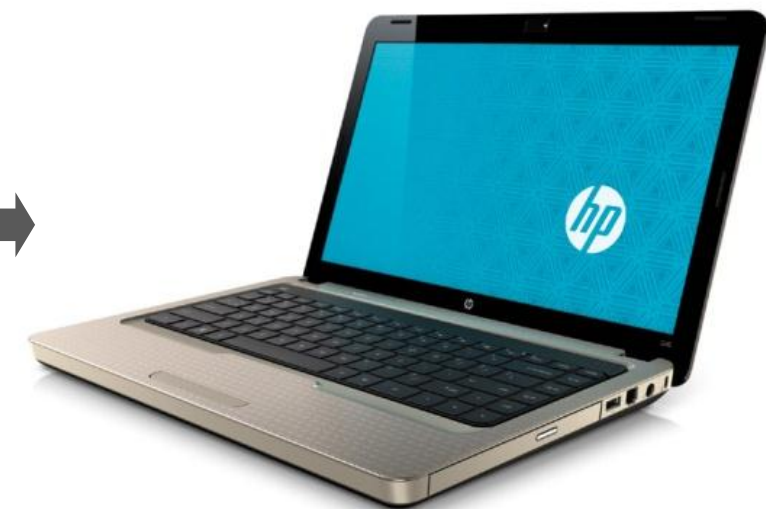
Simple but more- Reduction

By means of new process and material, leading brand kept on trying to simplified the design language to procure more integrated out appearance.

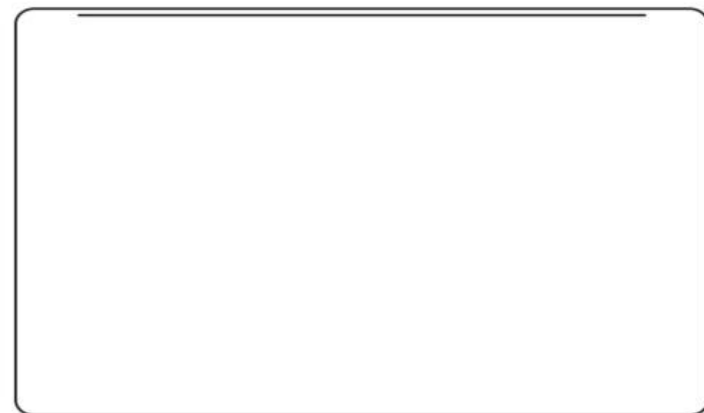
Unibody



Simplified lines



Integrated detail



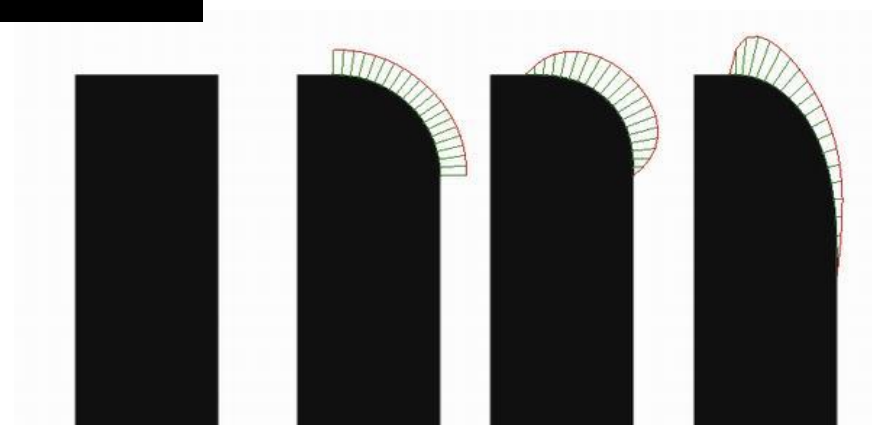
Simple but more- Identifiable feature

By means of new process and material, leading brand kept on trying to simplified the design language to procure more integrated out appearance.

Tapered line



Smoother surface

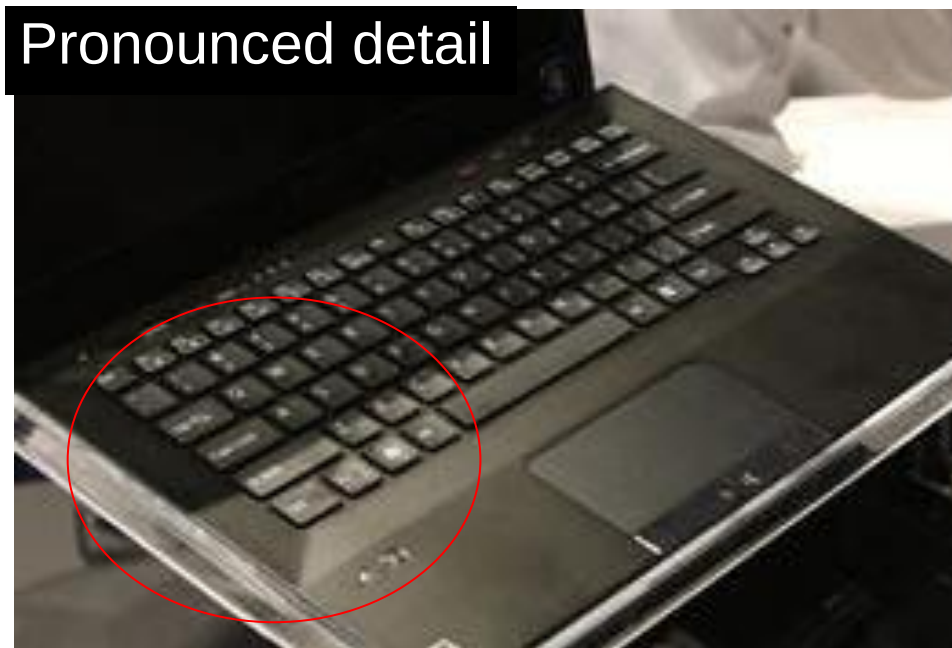


OLD



NEW

Pronounced detail



Senses Provoking

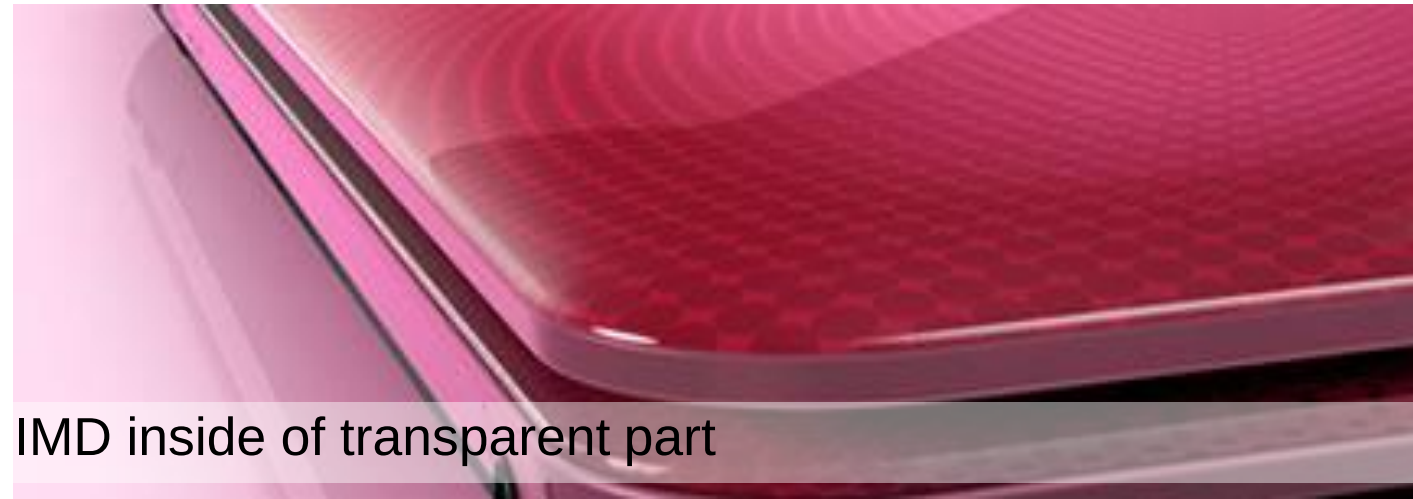
not only Visual effect but also Good Hand Touch Feelings

- Textured Pattern
- Reflected Pattern
- Digital Shape

Textured pattern

From visual to touch, patterns become touchable on surface of products.

Sony Vaio E series



IMD inside of transparent part

Asus



Special texture on the mold

Textured pattern

From visual to touch, patterns become touchable on surface of products.

Jawbone headset



Composite material to create special pattern

Jawbone speaker



HP tablet



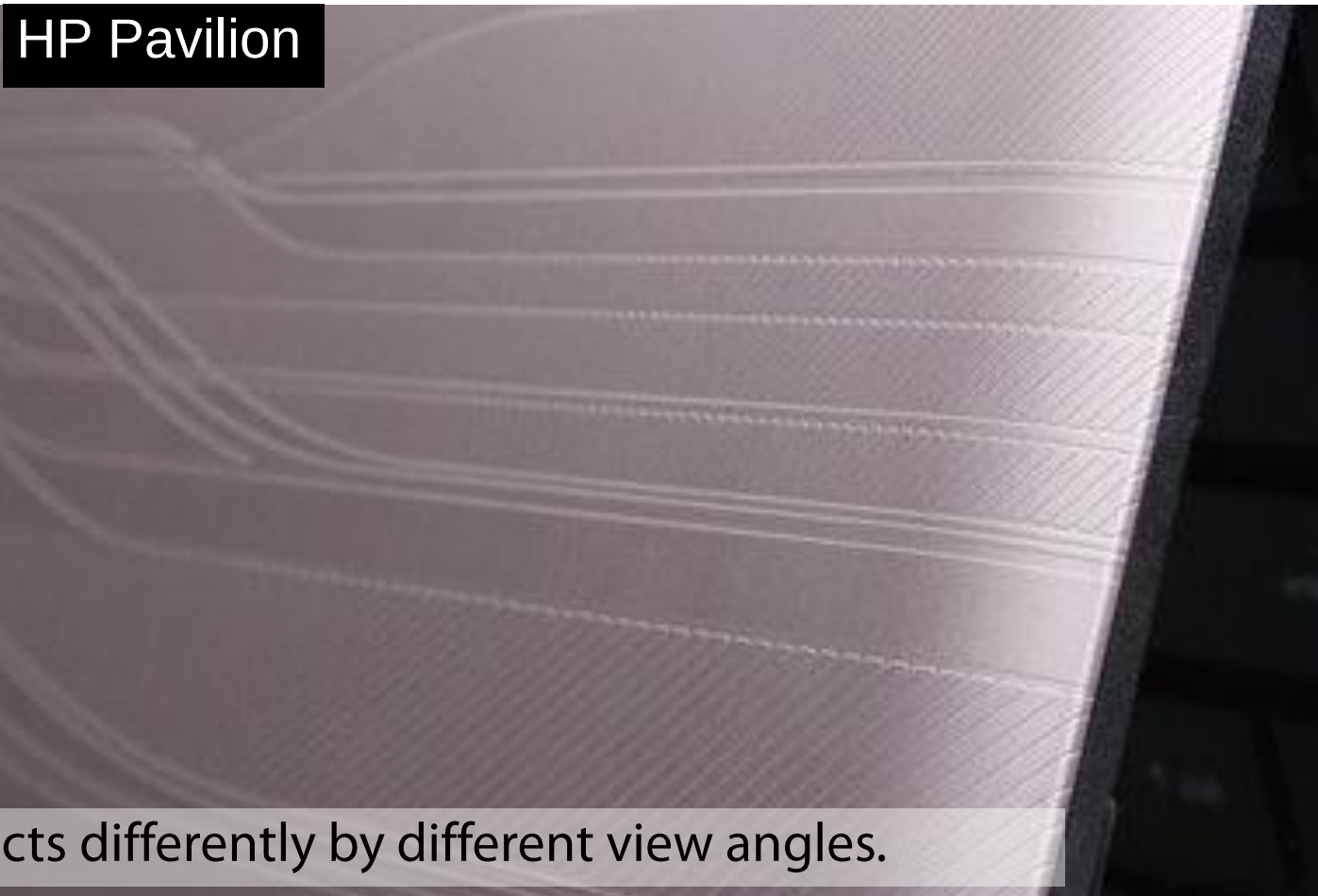
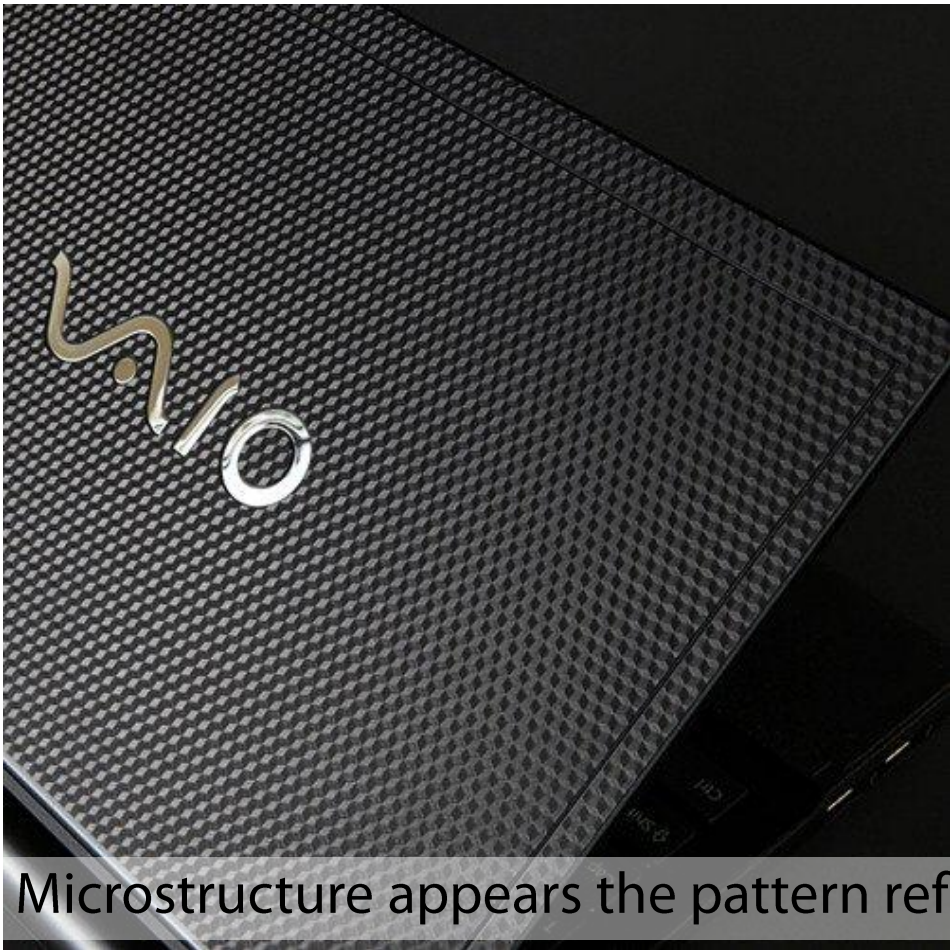
Toshiba tablet



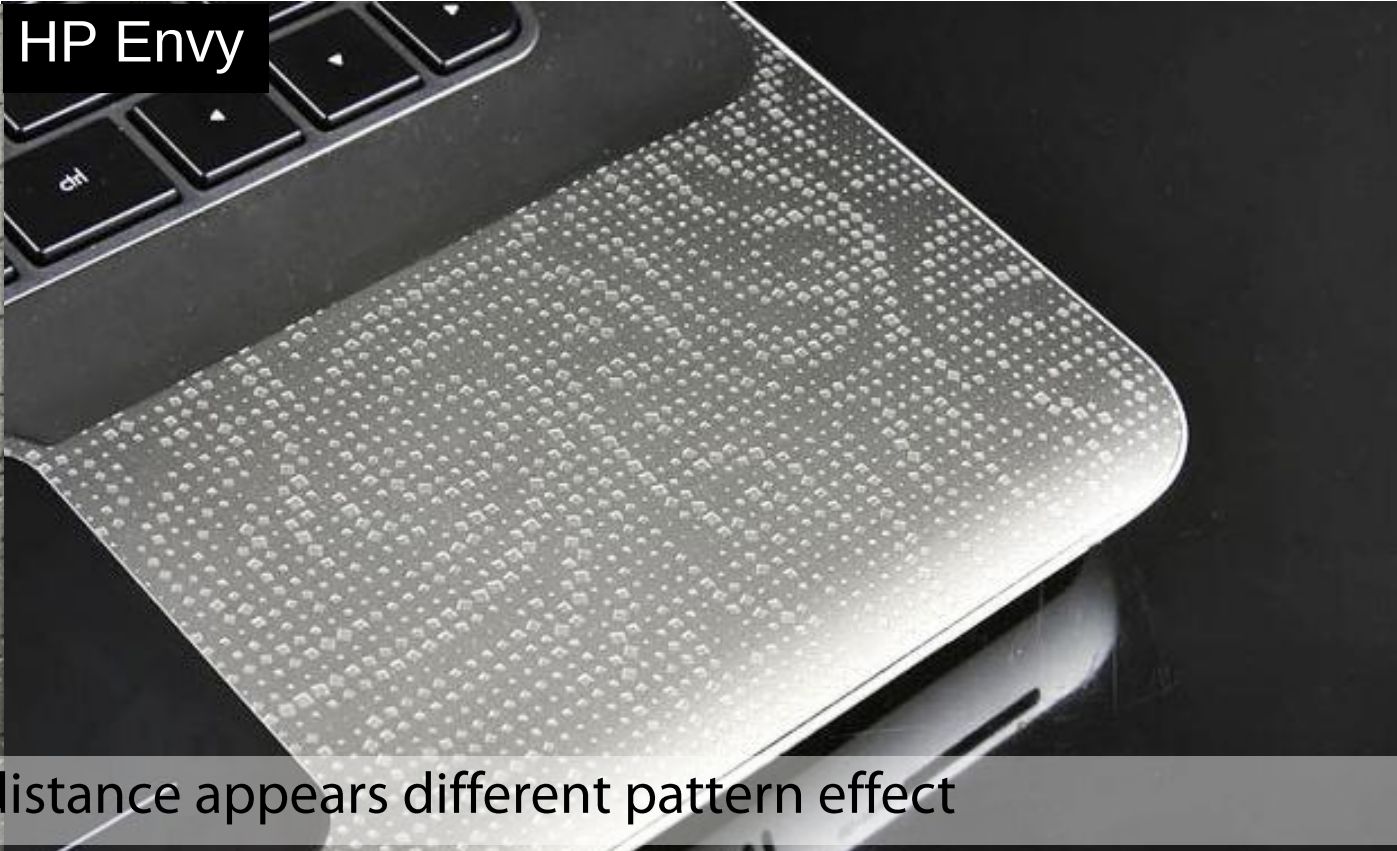
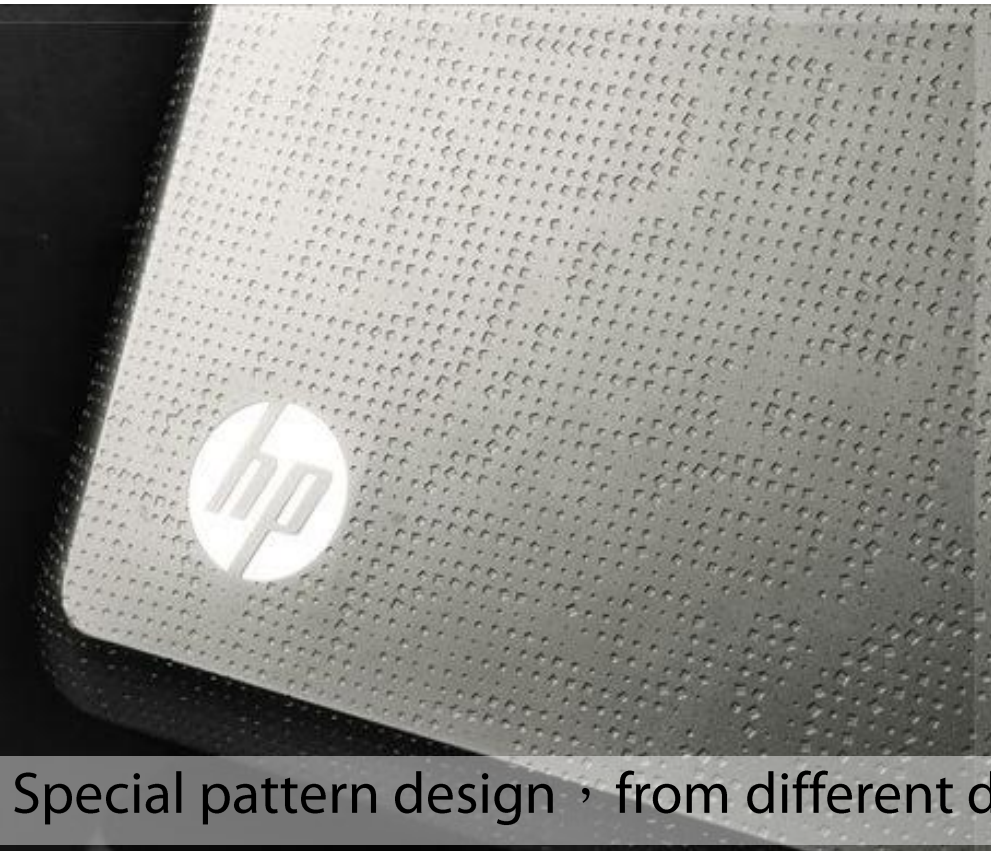
Special texture on the mold

Reflected pattern

Metallic surface with special etched pattern



Microstructure appears the pattern reflects differently by different view angles.



Special pattern design , from different distance appears different pattern effect

Digital shape

Futuristic curved surface from digital

Acer Aspire one D257



Curved surface on inner side of transparent part

Asus Eeebook



依循產品設計趨勢
CMF该如何下手？

Thank You !