



Design out the box



Concept Phone

Context

In the last few years 'Sony' has been overtaken by 'Apple' and 'Samsung' with their 3rd and 4th generation mobile phones with interactive software, digital cameras, apps and MP3 players included. Apple when designing the 'iPhone' knew at the time the technology did not exist but once a design was agreed upon, they set about developing the technology to make it succeed.

Design Task

You are required to design a new mobile phone which exploits the use of 'new technologies' that currently exist, and future technologies that have the potential of being developed to become real life the future. The phone should be suitable for the USA and UK market. The phone is to feature innovative features so that it propels 'Sony' to the market leader in 5th generation mobile phones. You can also develop the interface and next generation apps to go with this phone.





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TOP VIEW

INNOVATIVE FEATURE

SIDE VIEW

3D VIEW