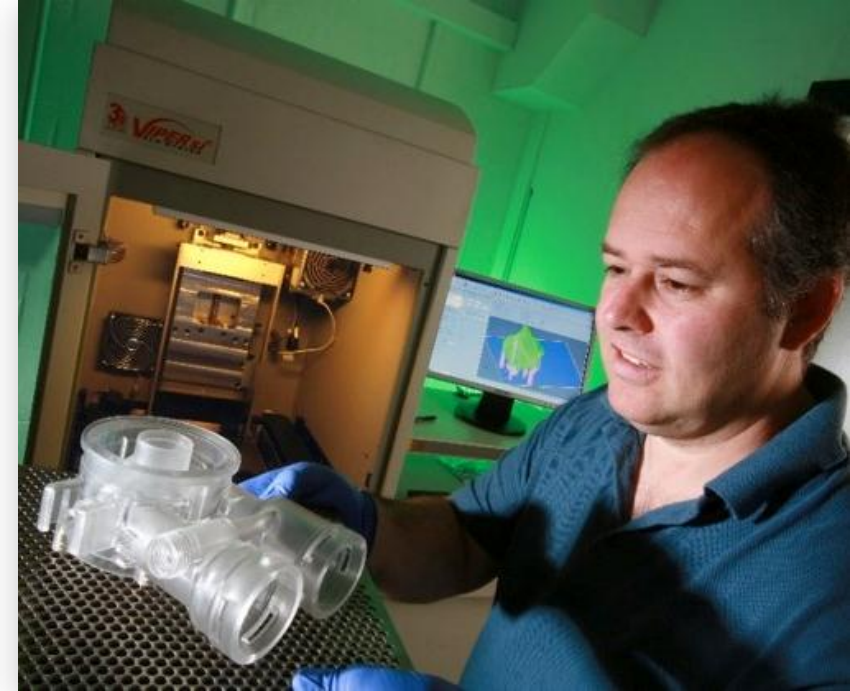


# Inspiring innovation delivering success

IDC is a world-leading product design and development consultancy dedicated to applying our creativity and expertise to ensure your idea becomes a profitable product.



# Creative and technical global and responsive

We are a diverse team of designers and engineers, united by a passion to design the best products for our clients. In-house prototyping and manufacture reduces time to market.



# Insights & ideas for the best design

Our expert designers uncover unique insights to create engaging, stylish and effective design concepts which deliver competitive advantage.

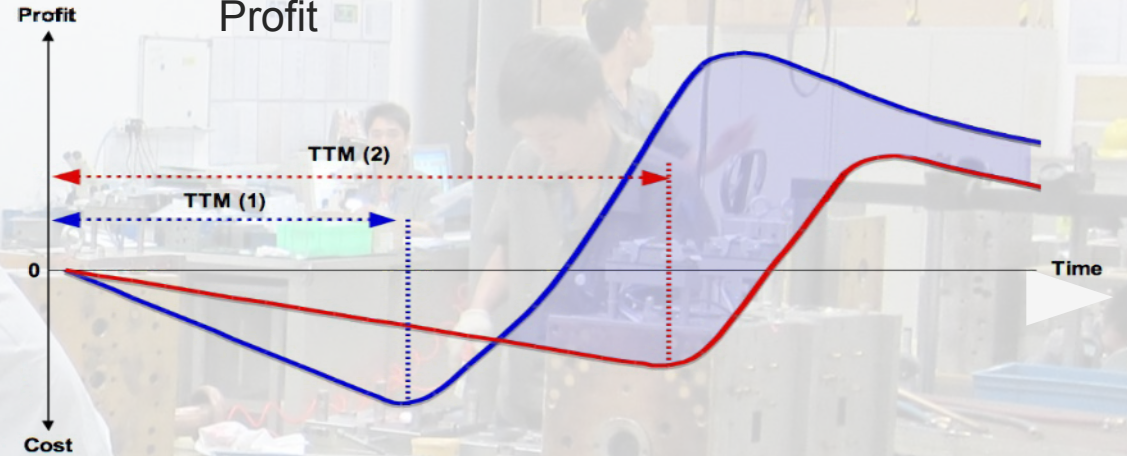
# From the best design to the best products

Smart engineering solutions ensure quality is designed in, performance is improved and design intent is maintained.





Reduced Time to Market, Increased Profit



# Delivering products for business success

Rapid and reliable time to market, cost effective production and strong IP protection maximise the return on your investment.

# Limitless potential measurable

92% of our work goes on to become  
commercially successful products.

# results



# IDC's proven formula, tailored to your needs



## Explore

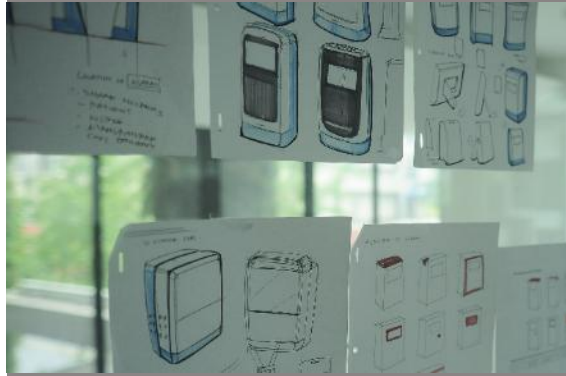
Understanding User & Market Needs



- User Needs (Patient and Clinician)
- Competitor Landscape
- Ethnographic Research
- IP Landscaping
- Contextual Research
- Feasibility Review

## Create

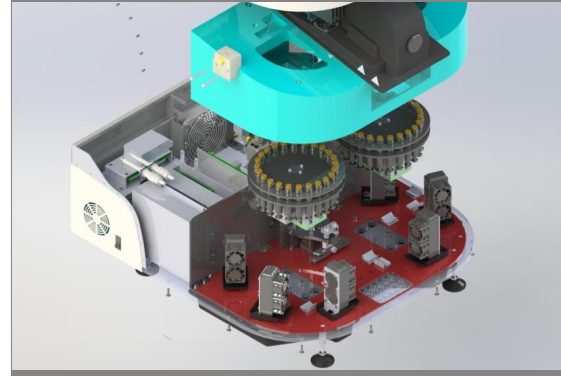
Inspiring Concepts for Innovation



- Industrial Design Concepts
- Mechanical and Electrical Concepts
- User Interface Concepts
- Concept Evaluation and Development
- Human Factors Testing (HE75)
- Concept Functionality Testing

## Define

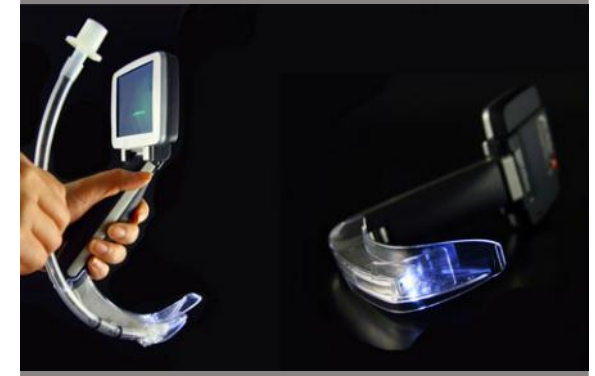
Smarter Design & Engineering Solutions



- Industrial Design Definition
- Mechanical Engineering
- Electrical Engineering
- Visual Models
- Proof of Principle Models
- Verification Testing
- Engineering Refinement
- Supplier Identification

## Deliver

Precision Products On Time & On Budget



- Design for Manufacture
- Prototype Manufacture and Test
- Supplier Selection
- Pre-Production Support
- Pilot Production
- Validation Testing
- Clinical Data Generation
- Production

# IDC project case studies

The following slides show a small selection of projects we have worked on.



VENNER  
AP Advance Video Laryngoscope

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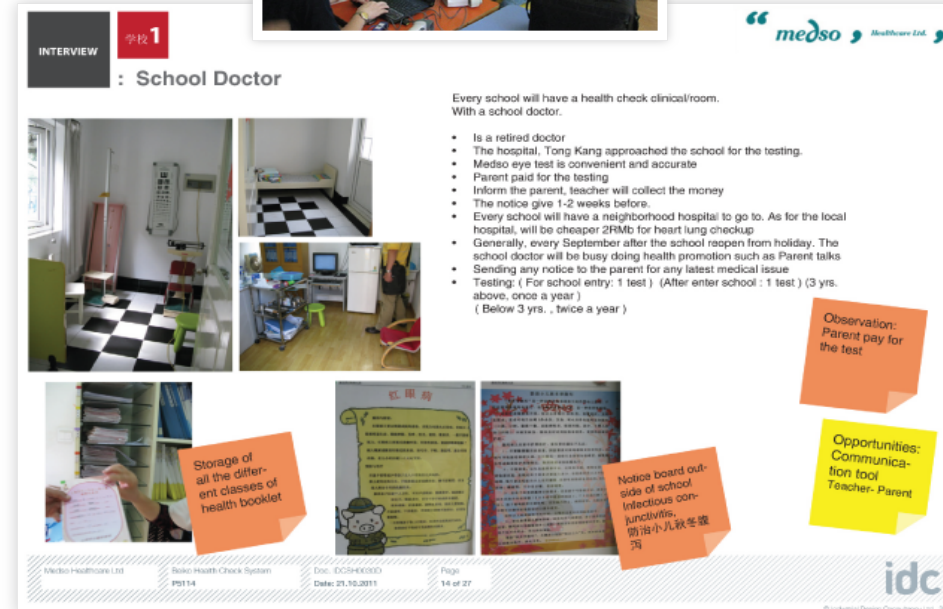
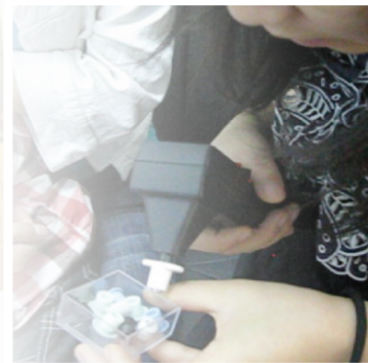


# Saving lives opening markets

Working alongside anaesthetists, IDC delivered the complete design, electronics and manufacturing development of a world-leading video laryngoscope.

# Researching needs for improved outcomes

By observing and understanding the way in which paediatric health screening and logging takes place in Chinese hospitals, IDC was able to assist Medso to understand where new systems and equipment could streamline the process. Concepts were created to improve the user experience, efficiency and reliability of logging child health data.



TUOREN  
PCA Infusion Pump

# Improved usability for effective pain relief

Developing a new device format and creating an improved bag design, IDC created an infusion pump with reduced product cost, reduced waste and improved usability. Providing patients with safe and convenient infusion of pain relief drugs, the Tuoren PCA (patient controlled analgesia pump) was developed entirely by IDC in less than 12 months. Incorporating an innovative, easy-load infusion bag, IDC engineers created all electro-mechanic systems as well as writing the control and safety software



# Global market ambitions global standards

Developing an enteral feeding system with peristaltic pump head, pressure sensing and precise user control, IDC created a pump which enabled XHF to lead the Chinese market and prepare for international sales



# Safety-critical user focused

To allow more convenient delivery of opiate pain killers without compromising patient safety, IDC developed an ergonomic, tamper resistant device with a smart electro-mechanical lockout for dose control.



# Improving precision for orthopaedic procedures

Working alongside surgeons, IDC was able to link specialist knowledge with technology and engineering capabilities to produce precision knee surgery tools.





# Effective affordable to millions

A simple, convenient and attractive design with effective inhalation performance; sold in millions to provide affordable asthma treatment across India.

STERLIANCE  
NanoSense

# Precision lancing for reduced pain

Developing the next generation of lancing device, IDC added a safety mechanism to prevent false triggering and improved the firing action to reduce pain. A new design was also created with improved ergonomics and strong visual identity





WOCKHARDT  
Dispo Pen and Pen Royale

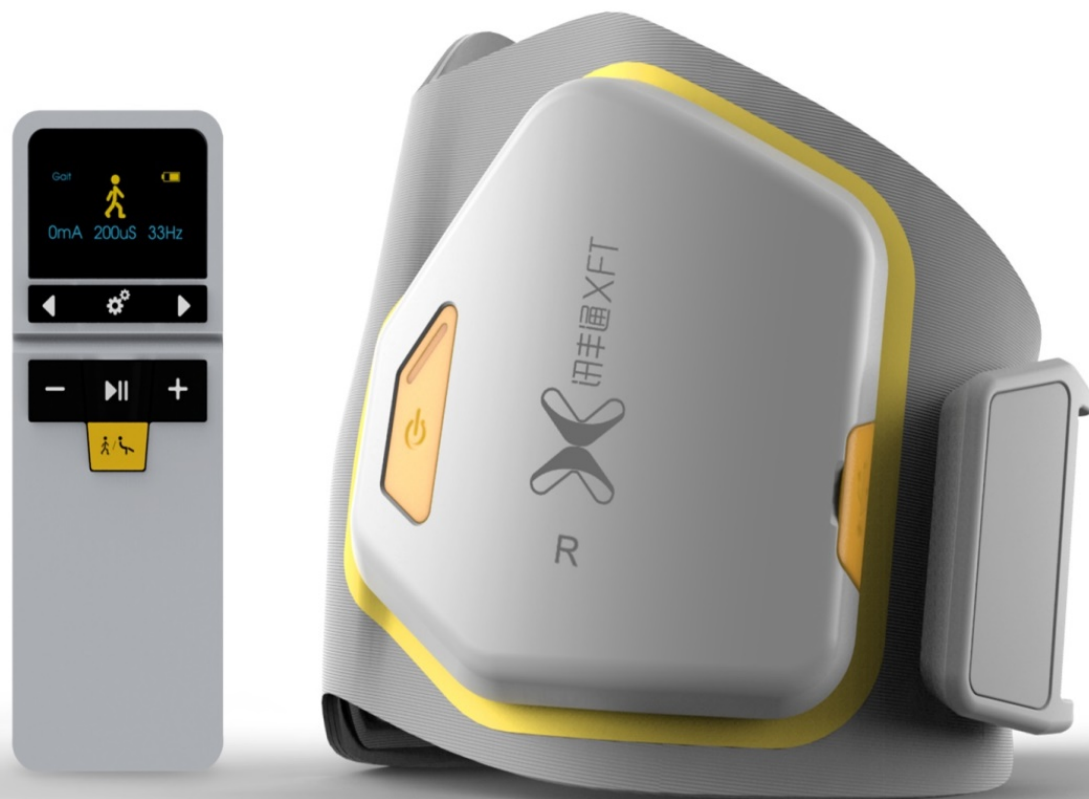
# Designing for people <sup>idc</sup> to deliver global IP

In a highly patented field, IDC created an IP platform and rapidly developed disposable and reusable injector pens to provide affordable treatment for millions of Indians and position Wockhardt as a global player in the insulin market.



XFT  
G3 footdrop device

idc



# Supporting Chinese

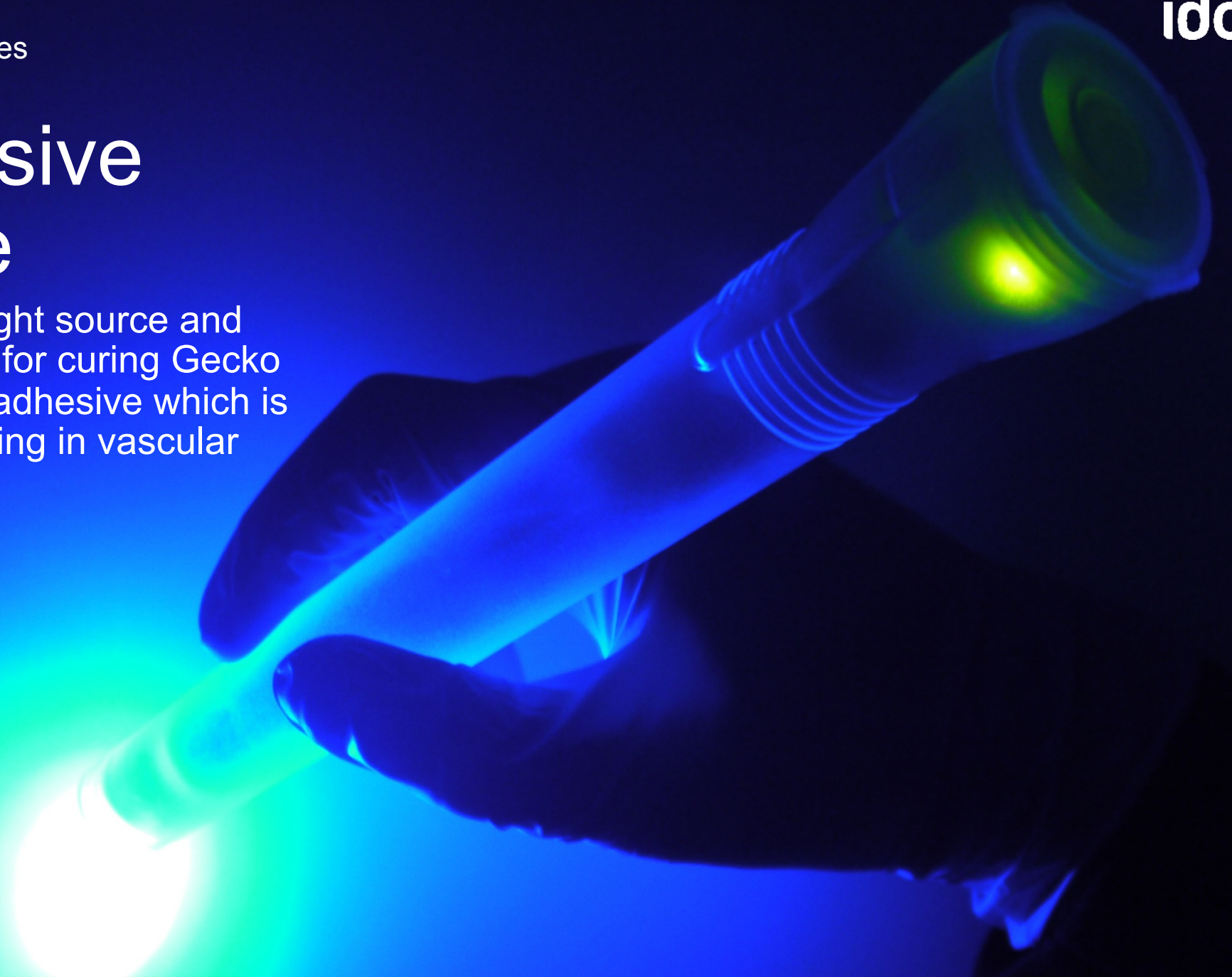
Leading the international  
market through innovation  
**Enterprises**

Gecko Biomedical  
Surgical Light Source & Accessories

idc

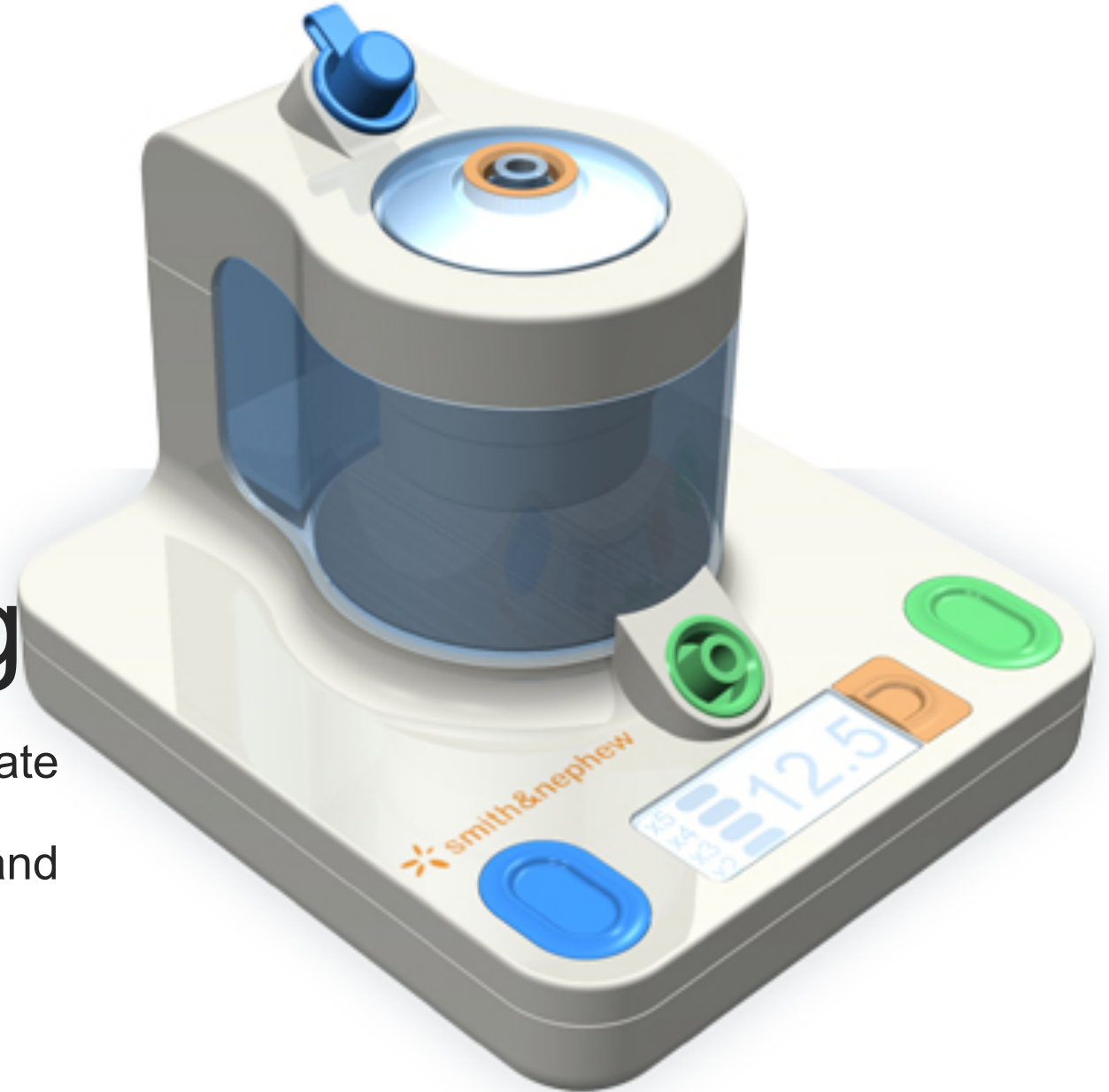
# Curing adhesive made simple

IDC developed a surgical light source and sterile accessories to allow for curing Gecko Biomedical's revolutionary adhesive which is used as an adjunct to suturing in vascular reconstruction



# Big steps for stem-cell harvesting

Scaling up a small-scale lab process to concentrate stem cells from bone marrow, IDC increased processing speeds and volumes over ten times and integrated the improved process into a low-cost, convenient in-surgery device.





COVIDIEN MEDICAL  
EEA Stapler

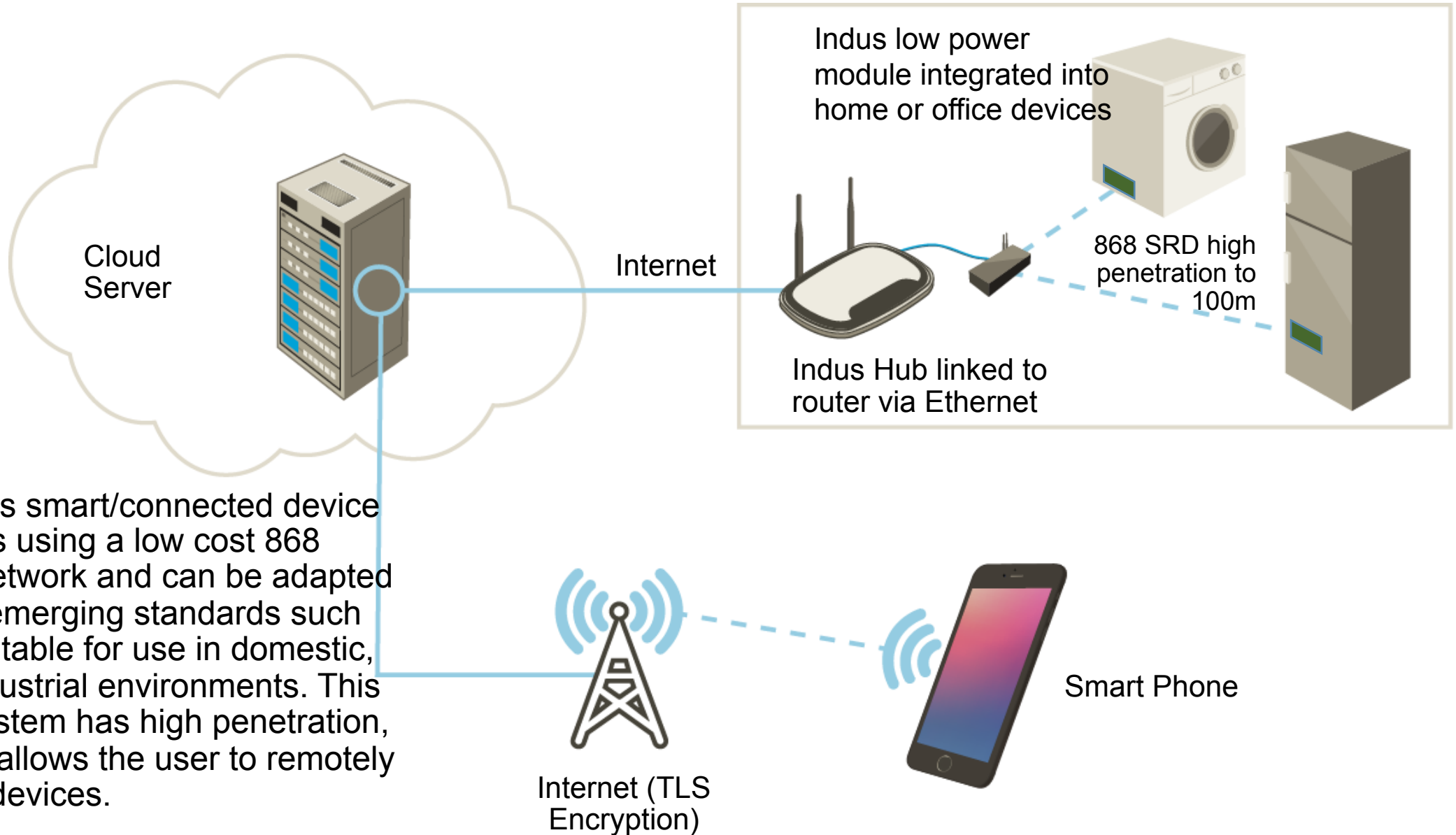
# Surgical precision refined ergonomics

An EEA (End-to End Anastomosis) Stapler for colorectal surgery, IDC's design was tested and refined to provide surgeons with precise, comfortable control.

# IoT technology platforms for a connected world

IDC's wide experience in RF, wireless, network protocols and low power micro-electronics has enabled us to create a series of IoT modules to suit the diverse range of applications for connected and smart devices. From home based consumer devices to personal medical devices, our suite of technologies can be adapted for any application.





The IDC Indus smart/connected device module works using a low cost 868 proprietary network and can be adapted for new and emerging standards such as LoRa. Suitable for use in domestic, office and industrial environments. This low power system has high penetration, low cost and allows the user to remotely access their devices.

The Yukon module provides a low cost, low-power and secure link to the internet via the user's smart phone. Ideally suited to portable personal devices, the Yukon has on board intelligence to operate autonomously and provide periodic synchronisation when in paired with the device. The operating protocols are fully adaptable.

Cloud Server



Internet (TLS Encryption)



3G/4G /wi-fi

Yukon low power module integrated with portable devices

Smart Phone



Bluetooth connection AES128 encryption plus SHA-256 authentication on Yukon module, phone and server

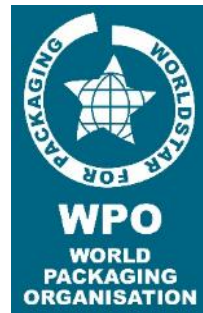
The server provides remote access or automated monitoring by service providers for various applications, including health and medication monitoring, automated product reordering or security/access control.



# Inspiring innovation, delivering success



reddot design award  
best of the best 2011



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