

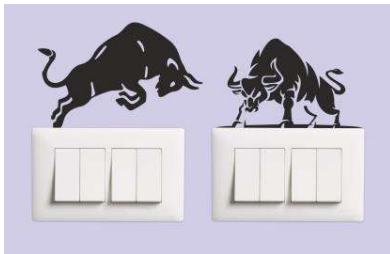


Switch Panels

Category: Industrial, engineering products

MARKET

The switch market is huge and is an evergreen market over the years. Companies are trying out more and more outrageous designs and combinations of material everyday to entice the customer. It is global market.



MANUFACTURING

It is a mechanical based product with the overlay of art work on that. Could be plastic (ABS) or more ecofriendly with thick cloth artworks and forms.

OBSERVATION / TREND / PROBLEM

Observation

- Switches that are old fashioned are boring yet necessary
- More electronic switches have come up; however, servicing is a problem, cost is almost 10 to 20 times higher with multiple functions.
- People want switches -but not electronic ones. Unrepairable ones and definitely not with a lot of confusing user interface.

OVERVIEW OF THE IDEA

The Product that we propose is a combination of mechanical switches and art work, it could be customized according to people's wishes and doesn't have to be embedded with a lot of electronics. Our design is not the usual switch or rotor knobs generally used in home today. The purpose is to integrate art and switches (not only painted bezel around) into our homes with pricing much lower than electronic modules.

VALUE

The art is hiding the switches and comes to the foreground. The switch board doesn't really look like a traditional switchboard with neatly arranged switches and knobs for fans. It is classier and having an uber look.

VARIANTS

The most beautiful aspect is the customizable units that can be brought in, spoiling the customer on choice. It can be large and smaller in size. It can be developed into different modules for different rooms and be inter exchangeable.

Disclaimer: The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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