Motivational Ionizer

Ever find your self just procrastinating all day? Getting nothing done?

Now, with Rio's "Motivational Ionizer" your workflow will increase, stress will be reduced and you will finally enjoy the environment, that is your cluttered desk.

Target Market

- » Corporate / Branded
- » Gadget Market
- » Monitoring device
- » Designed for office and desk use

Advantages

- » Keeps track of local environment
- » Powered over USB
- » Could be used to monitor employees
- » Emits negative Ions
- » Increase workflow, Motivational

Potential Problems

- » Power for RGB led and Ionizer
- » What sort of sensor the Ionizer is going to use.
- » Software
- » Size / Footprint
- » Ion Density
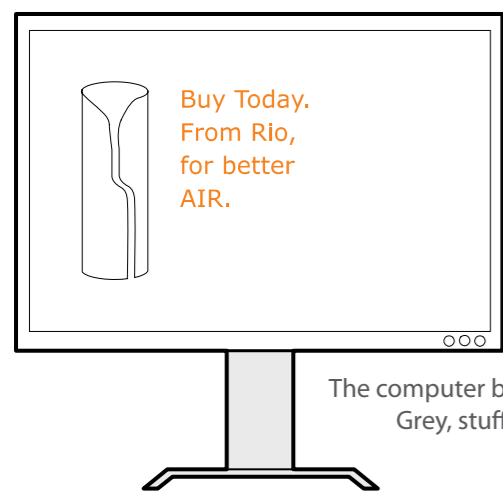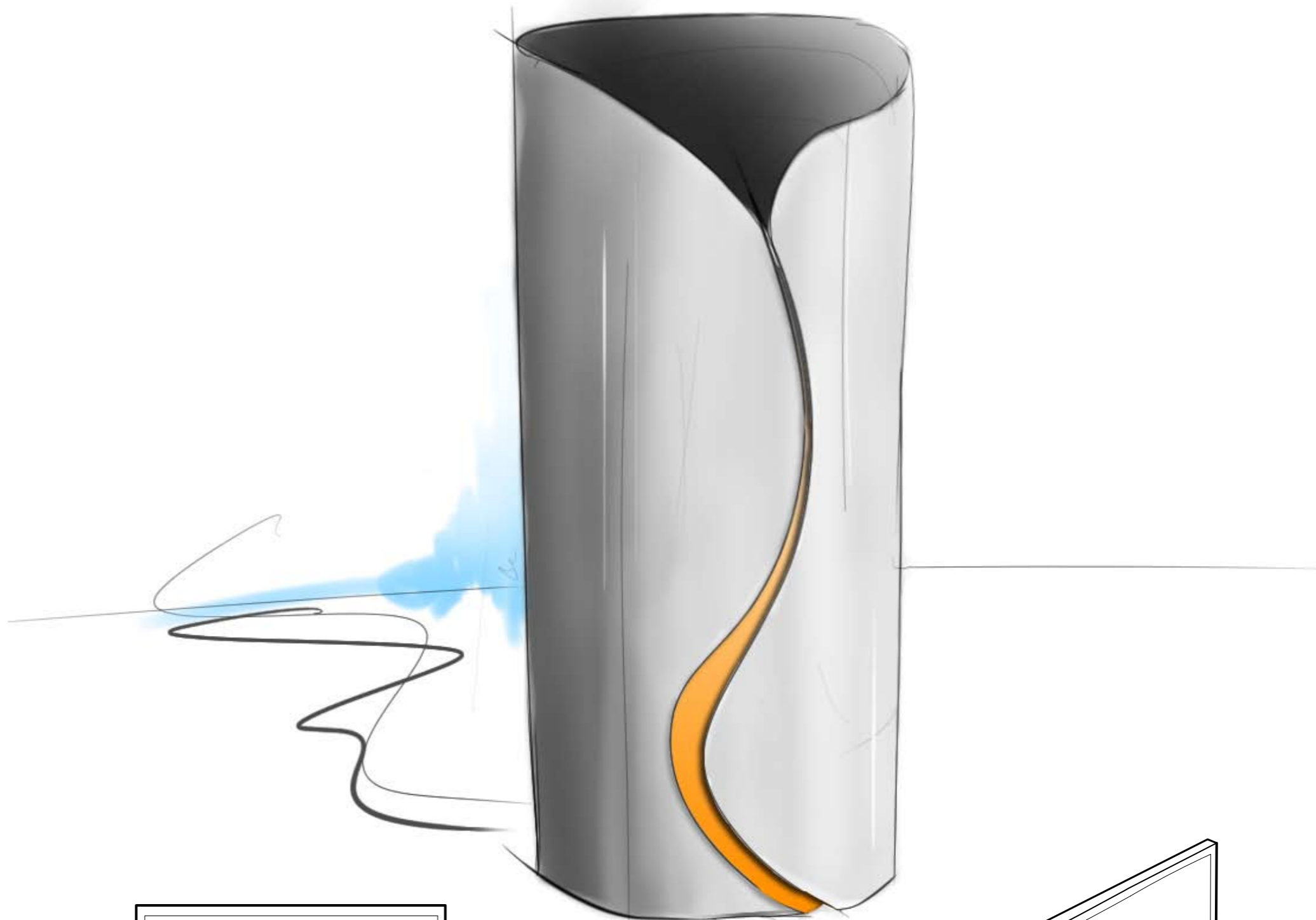- » Styling, need greater market research

Manufacturing

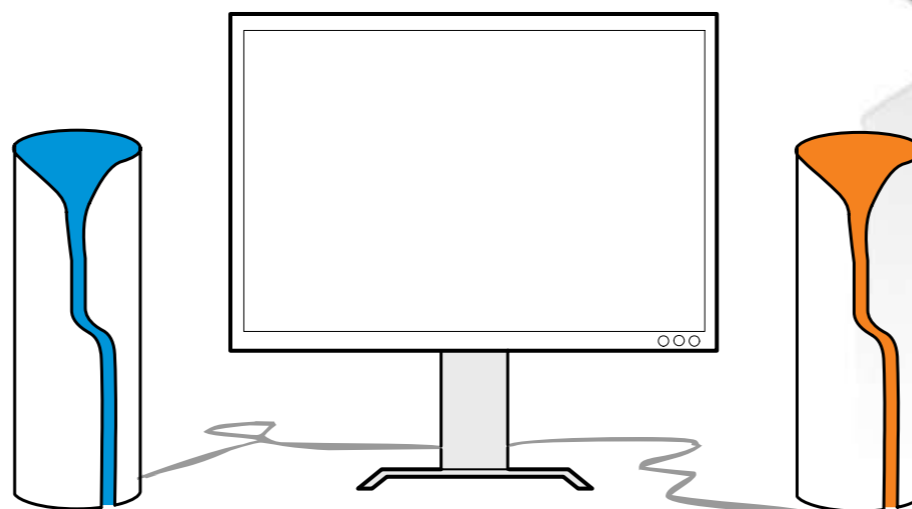- » Use existing Ionizer Technology.

Costing

- » Uses existing Ionizer technology relatively cheap
- » Software and controller potentially expensive
- » Target price £15.00

Technical Data

- » Use RGB colour LED's as its output
- » N-ion Density around >100×10^4 / cm³
- » Powered off DC-5V, Via USB

Buy Today.
From Rio,
for better
AIR.

The computer before the M-Ionizer.
Grey, stuffy and boring.

Two Ionizers in use, Both are sensing different moods and showing there true colours.

The Ionizers will keep any office environment fresh and more appealing to work in

Concept Presentation - Concept A

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Porb

Find your constantly in the need for information? Overloaded with too much information to check, wished there was an easier way.

Now, with Rio's "Porb" you can stay always wired into the latest information super highway, whilst monitoring it in your own discreet way.

Target Market
- » Mobile consumer
- » Early adopters
- » Young Market

Advantages
- » Lets you know what's going on, without looking paranoid
- » Fully Portable
- » Could be controlled by many wireless protocols
- » Small and Attractive
- » Not "Rude" or invasive to keep you eye on a changing events by colour

Potential Problems
- » Wireless protocol
- » Making its easy to pair with another device
- » Making this a useful object
- » Refining a perfect aesthetic
- » Getting the most out of a light source
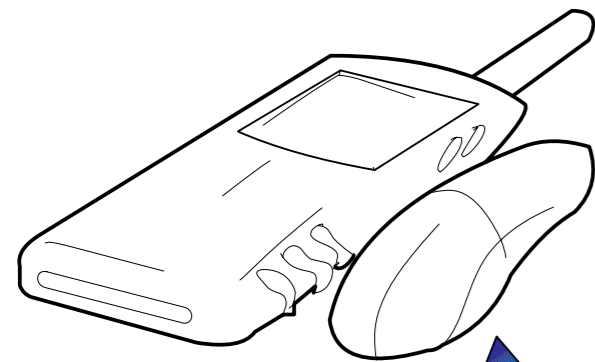- » Customizing
- » Display mutable outputs

Manufacturing
- » Uses standard OEM parts that are readily available
- » Two Part, Injection molded.
- » As small as the component envelope

Costing
- » Wireless chip and controllers will be most expensive components
- » Software and controller potentially expensive
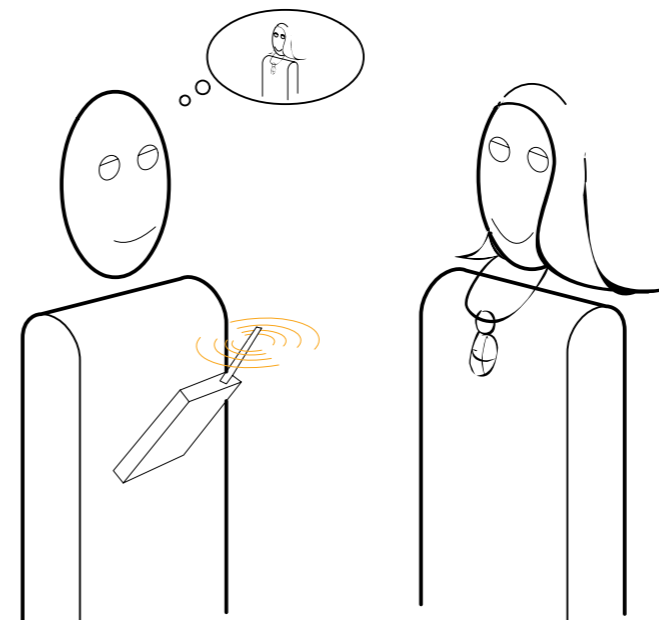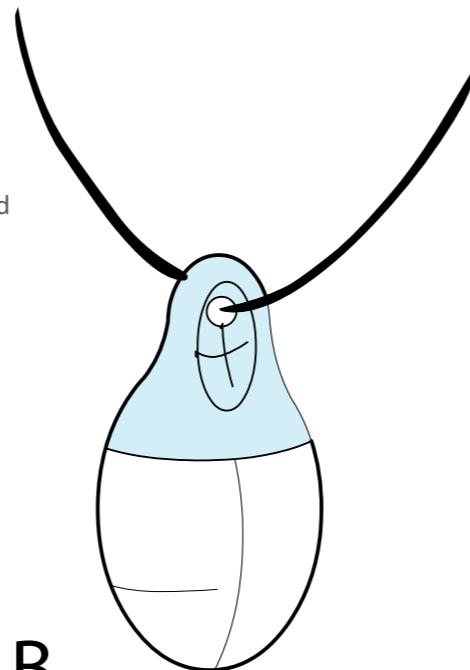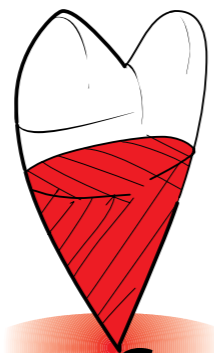- » Target retail price £30.00

Technical Data
- » Will run on Wifi, Bluetooth, or IR.
- » Powered by 4V rechargeable Li-ion battery
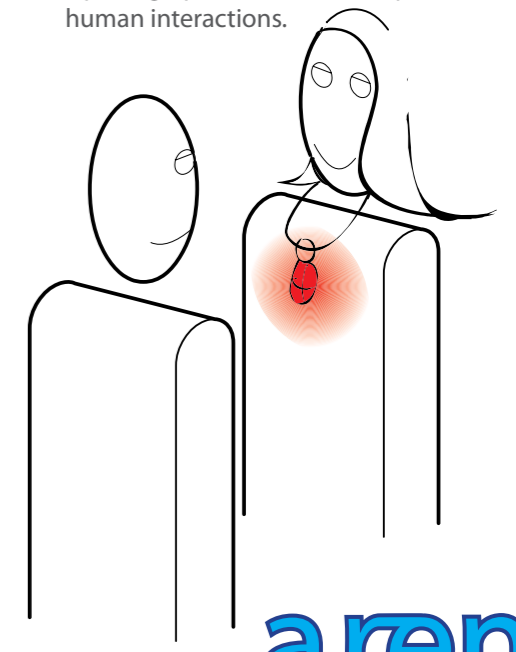- » Display up to 3 different outputs

The Porb will be able to pair with any blue tooth device. Just by holding the device near a phone.

The varying amount of emotions, and the colour ranges are vast with the latest enhancements in RGB LEDs.

Opening up a whole world of possible human interactions.

The device could be warn as a neck less and communicated by other peoples phones.

Concept Presentation - Concept B

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iDust

Have you ever opened up your computer to discover its full of dirt and dust! As your computer works away its constantly needs cool air, but along with that comes dust.

Your dusting problem is solved, with Rio's "iDust". This will be the only computer designed air cleaner to keep your computer in top condition.

Target Market

» Home office user
» Office
» Broadest range possible anyone with a computer!

Advantages

» Acts like a honey pot to dust around the computer
» Changeable and washable filters
» The only consumer computer aimed air cleaner / purifier
» Emits negative Ions
» Improve the environment surrounding the computer, so both user and computer get the advantage.

Potential Problems

» Noise of fans
» How to collect and remove the dust
» Feed into the computer, no standard Air-Intake.

iDust = Ionizing Dust

Manufacturing

» Use existing Ionizer Technology
» 2 part mold
» Isoprene or tactile plastic
» Easily assembled and cleaned by user.

Costing

» Uses existing Ionizer technology relative cheap
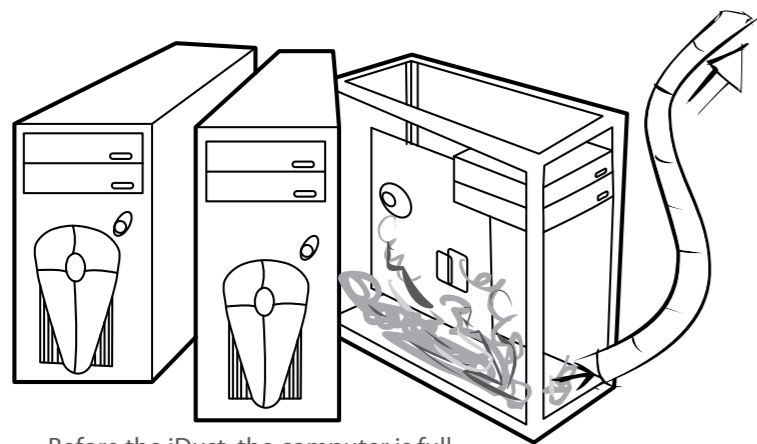» Uses off the shelf components
» Target price £40.00

Technical Data

» Uses Ionizing powers to collect and pick up dust particals
» Use a HEPA or Carbon filter to collect and remove the rest of the dust.
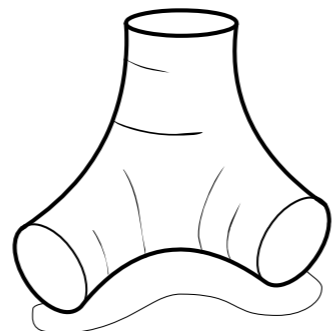» Powered by DC-12v
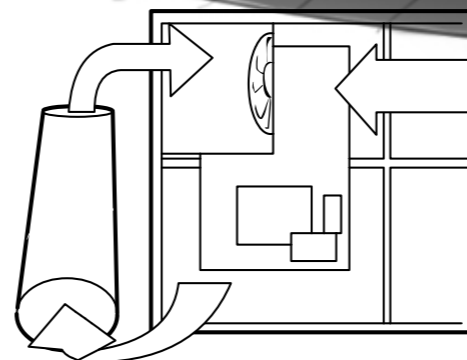

Before the iDust, the computer is full of dust, and can only be cleaned by a vacuum cleaner.

The iDust V³, this 3 fanned multi cleaner acts as a honey pot for any floating dust.

The complete fan cleans the air, and supplys it back to the computer.

With removable filters the iDust can be easily cleaned out, and will keep your CPU running at light speed.

Concept Presentation - Concept C

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E-Motion WebCam

Have you ever wanted to send a more personal message to your loved one? Want to see brighten up some ones mood online?

Now, with Rio's "E-Motion WebCam" all is now possible. You can now talk and send you emotion to there webcam.

Target Market

- » Corporate / Branded
- » Gadget Market
- » Monitoring device
- » Teenage
- » WebMessenger users

Advantages

- » Powered over USB
- » Could be used to monitor employees
- » Ability to send colour emotions
- » Stylish and colorful webcam in a very industrial designed market
- » Act as a Ambient mood light when not in use

Potential Problems

- » Power for RGB led and camera
- » Interface and Expendability
- » How to fix and stand up
- » Light quality and colour range
- » Making the product feel high quality
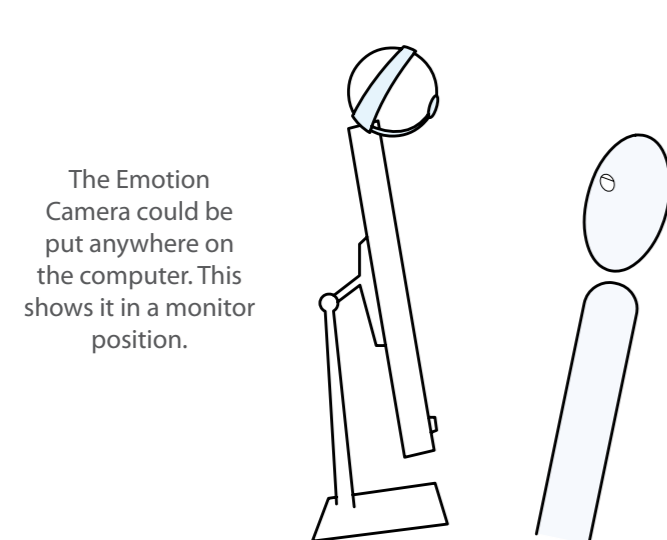
Manufacturing

- » Use existing Ionizer Technology.
- » Mixture of different materials
- » Electronics to be on show and visible, requiring clean fixings
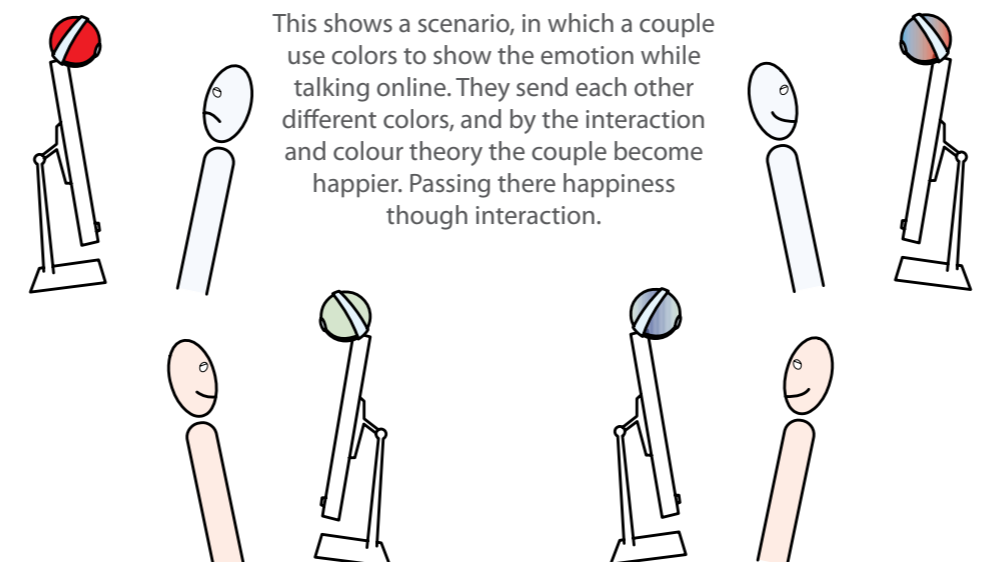
Costing

- » Uses existing Ionizer technology relative cheap
- » Software and controller potentially expensive
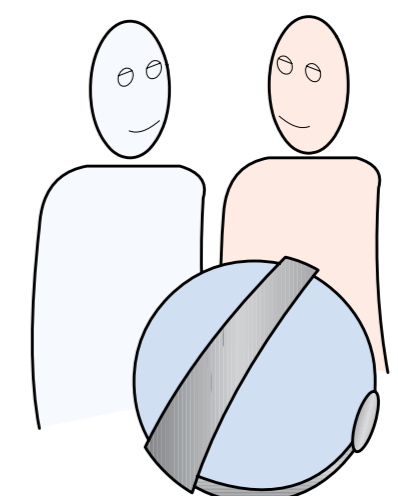- » Target price £15.00

Technical Data

- » Powered over USB DC-5v
- » Powers up to a 4 Mega pixel camera
- » Uses a RGB led to power the colour range, two colour clusters to get a varying blend of colours

The Emotion Camera could be put anywhere on the computer. This shows it in a monitor position.

This shows a scenario, in which a couple use colors to show the emotion while talking online. They send each other different colors, and by the interaction and colour theory the couple become happier. Passing there happiness though interaction.

The couple united, all thanks to "E-motion WebCam", This new level of interaction will help make the communication more interactive and more fun.

Concept Presentation - Concept D

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