

Idea Machines

A LOOK AT POTENTIALLY LIFE-IMPROVING IDEAS FROM AWARD-WINNING INDUSTRIAL DESIGNERS

THERE'S LITTLE DOUBT THAT TODAY'S CONSUMERS ARE more design-conscious than ever. From cars to carpets, eyeglasses to iPods, we love to surround ourselves with cool things. But where does all of it come from? Who designs all of these things we never knew we couldn't live without? It might be your next-door neighbor – industrial designers, it seems, are no longer an obscure bunch.

The design community in Phoenix, AZ is due in no small part to the Industrial Design program at Arizona State University—one

of the most innovative programs in the country. "More and more graduates are staying local," says Associate Professor Prasad Boradkar. "Another thing is design entrepreneurship – even before they graduate, students are starting their own firms. I think we will see more design staying in Phoenix."

Recently, the Arizona Chapter of the Industrial Designers Society of America (many of whom are ASU alumni) got together to showcase some of their wares. Here are some of the products we loved. **More: www.idsaaz.org**



Xyron Design Runner

Developed by: X-Product Development
\$159.99, <http://xyron-designrunner.com>

The Design Runner is a hand-held, cordless digital printer that stores images on Design Discs, which are used like the memory cards in digital cameras. The alignment system allows users to place their images on virtually anything with unheard-of precision. The best part: the print head is cleaned automatically when the unit is returned to its docking station.

Xyron Personal Cutting System

\$199.99, <http://xyron-personalcuttingsystem.com>

With this product, craft aficionados can cut out hundreds of different shapes from all kinds of papers without bulky dies.

The cutting blade is automatically disabled when the lid is lifted, making the PCS more fun than running with scissors.

OmniMount World Mount 4NI-M

Developed by: Juggernaut Design
\$59.99, Radio Shack

It's hard to beat the slick, space-saving design of flat screen televisions. In order to really see the picture, though, the flat screen needs to be angled correctly – which can be a real trick. With the OmniMount World Mount, it only takes one finger to adjust your flat screen to precisely the right viewing angle. And, it's easy to install. What's the catch? You still need to get up off the sofa.





Taser X-26

Developed by: Juggernaut Design (Scottsdale)
\$799, www.taser.com/law/product_info/defensesys.htm

This is one of those high-tech gadgets that's best not experienced firsthand. The latest version of Taser International's well-known "less-lethal weapons," is smaller, and lighter than previous models. Its compact grip is designed to be easily distinguished from that of an officer's more lethal service weapon – a critical design feature when split-second decisions are being made. In addition to other safety features, the X26 also eliminates the previous model's eight AA batteries in favor of a long-lasting lithium cell. The Taser X26 will likely get some (unfortunate) people to take industrial design very seriously.

Hypercom Blade M4100

Developed by: Juggernaut Design

Price N/A, www.hypercom.com/Products/M4100.asp

We've seen the folks at the Apple store using something similar—a portable device that can ring your transaction from anywhere in the store. But the Blade can go anywhere, making your business a truly global enterprise. Imagine having your debit card swiped by the beer guy at the ballpark. Now *that's* the future.



Lap Desk

Developed by: Juggernaut Design
\$29.99, [CompUSA](http://CompUSA.com), Amazon.com

Laptop computers have become smaller and lighter. Laps, on the other hand, haven't. But now, with the LapDesk – a lightweight, portable platform – laptop users can use their machines anywhere without worrying about sliding. ■