



4D

PRODUCTS

CASE STUDY

SYNCHRONISED THINKING FOR THE TIMECODE BUDDY

The TimeCode Buddy was conceived and created to provide an all-in-one timecode solution for every broadcasting need. 4D Products worked with the inventors from the industrial design phase through to manufacturing – demonstrating the power of industrial design to make a product more attractive and, ultimately, more saleable.



The Background

The TimeCode Buddy allows production specialists in the broadcasting industry to use a single piece of kit for all of their timecode requirements. In a nutshell, it makes life easier, saves costs on additional kit and also saves time in post-production.

The inventors developed their own prototype. However, they needed a design partner to translate their ideas into a customer-friendly interface which they could take to market. They chose 4D Products because we offered an unrivalled combination of technical expertise and service.

Our teams quickly understood what made this market tick. From the outset, we developed a deep understanding of the product, the customer and the market requirements. For us, the key was understanding that this was a technically astute audience who appreciate good design. End-users would be early adopters in most aspects of technology - so we knew that high quality design and innovative materials would inspire, engage and gain traction in the marketplace.

The Design Phase

In the words of Paul Scurrall, Timecode Buddy's founder and Director:

"We wanted more than just a box. At the same time, it had to be robust enough to function in the long term and to meet the demanding requirements of the broadcasting industry – it had to work in every type of condition and location, on any type of shoot."

Working closely with the client, we developed a detailed specification. We then undertook a phase of conceptual industrial design work, leading to a potential range of solutions which we believed could excite the market. We showcased these to the client and they chose their preferred option.

As we moved forward with the preferred design, we liaised directly with the Timecode electrical engineering team to ensure that the designs we suggested were technically feasible and economical to develop. We also maintained our involvement through the manufacturing phase, consulting with the factory in China to ensure that the final product remained true to the original design specifications.

The Result

The result is a design that has received great praise in the industry. The design is a mix of quality materials and finishes, which fits together without the need for fixings to create a stylish, minimalist and highly efficient look. It is also very recyclable.

The Timecode Buddy has now been launched in the US at a technology fair in Las Vegas, where the design appeal of the product proved an important factor in gaining industry recognition and winning admirers. It is currently being rolled out in the UK, the USA, Australia, New Zealand, Spain and Portugal.

"Working with 4D Products has been a pleasure from the outset. They were exceptional when it came to understanding our needs and getting to know our market. From design right through to manufacture, their commitment to delivering something outstanding never wavered, changed or flagged."

Paul Scurrall, Timecode Buddy's founder and Director