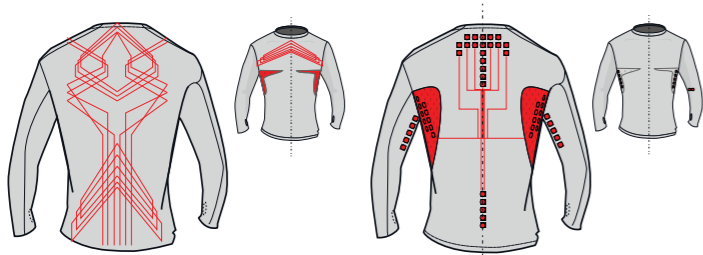


# CONNECTED APPAREL



Harvest the bodies thermal energy to power data collection and periferial devices.

## OVERT NETWORK



LET THE LINES DEFINE THE PATH

## LOCATE THE BRAIN

outer wear casual



network integrated into zipper, with 10mm x 45mm x 5mm devise

base layer sport



snaps onto apparel (2 piece) with conductive film

ADD ON TECH



devise clipped onto sleeve, best reception

GENERAL EXPLORATION, NOT COMPLETED

STANDARD 1.5MM BAND WIDTH

8.5MM CON SIZE

3.5MM CON SIZE

GESTURE FACILE UI

RED DISPLAY (FOR USE WITH BATTERY)

NO DISPLAY (FOR USE WITH BATTERY)

BAND MADE AND SWITCHING BANDS (FOR USE WITH BATTERY)

SWAP ON/IN MUSIC, 'WANG' ONLY

SUPER LOW COST CONSTRUCTION

EXTRA \$4.5

INCLUDED PART WITH BATTERY = \$5

PRICE PER UNIT (INCLUDES BATTERY)


DISPLAY = \$115, INCLUDING EXTRA BATTERY

CAMP = \$11

## INNOVATION AND PRODUCT MERCHANDISING

THESIS  
 "HOW CAN WE MAKE THE FUEL BAND LESS EXPENSIVE AND ULTRA LIGHTWEIGHT?"

- 1\_ USE LIGHTER WEIGHT MATERIAL
- 2\_ ELIMINATE TOOLING COSTS
- 3\_ AMPLIFY CUSTOMIZATION



CONCEPTDEVELOPMENT

SIMPLE



CONSTRUCTION

LIGHTWEIGHT



MATERIALS

NEW TECH



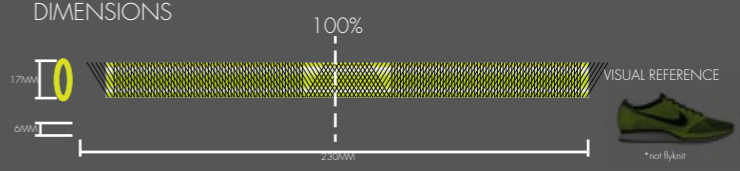
NOT A WATCH

NIGHTHAWK SYNC

KNITFUELBAND

- 1] softer thread = "invisible" comfort.
- 2] poly thread = sublimation customization
- 3] no clasp = flex + comfort + lightweight

DIMENSIONS



17MM  
6MM  
100%  
2.800MM  
VISUAL REFERENCE  
\*Real Flyknit

FUELPLAN

CREATION	CONCEPT 1.0	CONCEPT 2.0	CONCEPT 3.0
FUEL BAND	FUELY	FUELV	FUELVX
PRICE: \$29-49	PRICE: \$29-49	PRICE: \$99	PRICE: \$200+
COLOR UP	ULTIMATE MOTIVATOR	CHALLENGER	CHALLENGER
ENTRY LEVEL EXPERIENCE	PROVEN PERFORMANCE	ULTIMATE EXPERIENCE	ULTIMATE MOTIVATOR + CONNECTOR + CHALLENGER
CURRENT MODEL PRICED \$149	ENTRY LEVEL EXPERIENCE (WIDE BAND, MORE FUNCTIONS)	PROVEN PERFORMANCE (SLIMMER BAND, SMARTER DESIGN) - \$99	ULTIMATE EXPERIENCE (ULTRA SLIM, FUTURE NO PRICE BAND, \$200+)
\$29-49	\$99	\$200+	

\*ENERGY HARVESTING WILL REQUIRE A DIFFERENT SET OF FUNCTIONAL AND CONSUMER BENEFITS + OTHER PERFORMALS

FUNCTIONALATTRIBUTES

CODENAME	FUELY	FUELV	FUELVX
5IVE PRICE	CURRENT FUELBAND AESTHETIC	GRANDER OF DESIGN	
DETECTS MOTION, NO RECORDING	CURRENT FUNCTIONALITY	FULL WWAY DISPLAY	
SHORTBAND FEATURES	STREAMLINED CONSTRUCTION	ULTIMATE Nike+ EXPERIENCE	
\$29-49	SMOOTH / STREAMLINE - BRING THE COST DOWN	FUTURE SPORT TECH	
	\$99	\$200+	
GOOD	BETTER	BEST	
1 PIECE BAND = CUSTOMIZATION (COLOR   TEXTURE   PRINT)	NEXT GENERATION (HOW TO SAVE \$\$\$)	FULLY "LIFE" INTEGRATED	
HIGHLY VISIBLE RYB DISPLAY, INTEGRATED INTO MANU.	SIMILAR CONSTRUCTION?		

COMPONENT BASED DESIGN EXECUTION  
 TOO LARGE OF A DESIGN CONSTRAINT, 2-3 PLATFORMS WILL WORK

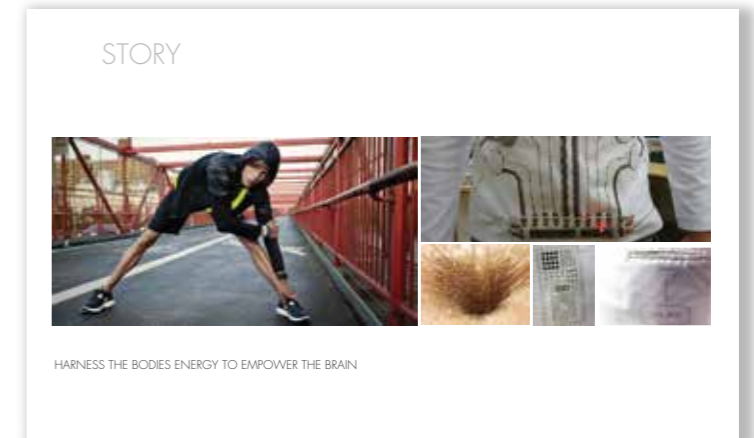
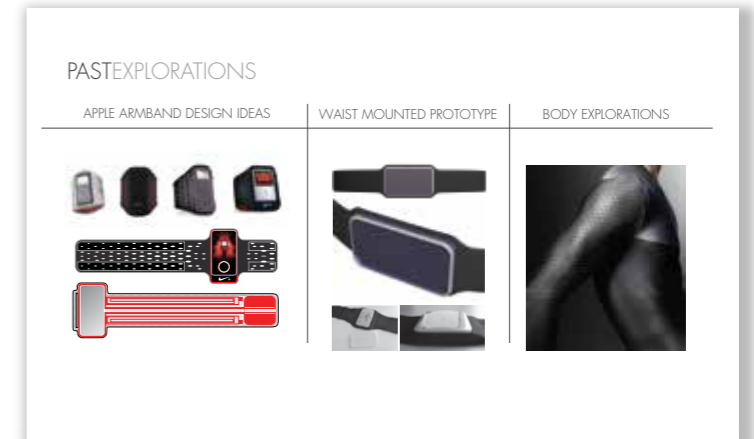
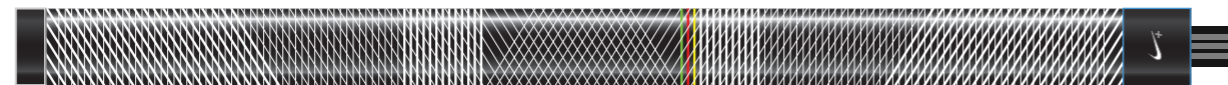
COSTSTRUCTURE

CODENAME	FUELY	FUELV	FUELVX
SIMPLE BAND DESIGN	CURRENT FUELBAND DESIGN	GRANDER OF DESIGN AND DEVELOPMENT	
MINIMAL LED DISPLAY, 3 LIGHTS	NEW BATTERY CONFIGURATION	FULL WRAP DISPLAY	
USB PLUG IN/OUT / OUTPUT	REDUCE FEATURES, CLASP, SINGLE BATTERY	ULTIMATE Nike+ EXPERIENCE	
NO CLASP, WIRET BANGLE	NO CLICK OR TITANAL CHANGES	FUTURE SPORT TECH	
TRADITIONAL WATCH BATTERY	HIGH PERFORMANCE MODEL		
\$29-49	\$99	\$200+	
BEAUTIFUL	PERFORMANCE	EXPERIENCE	
GOOD	BETTER	BEST	
MINIMAL / FOUNDATION FEATURES, TAG ONLY	UTILIZES CURRENT TECHNOLOGIES AND USUS	THEY LOADED ON ULTIMATE EXPERIENCE	
THINK (QUESTIONS) WIRET BAND DESIGN		THE WRAP DISPLAY	
		GESTURE BASED INTERFACE	
		RUN AS AN OS DISPLAYS APPS	
		ULTIMATE PERFORMANCE	
		SOCIAL NETWORK CAPABILITIES	
		INTEGRATES WITH SMARTPHONE	

\*ENERGY HARVESTING AND PERFORMALS NOT CONSIDERED IN THIS MODEL

# DIGITAL STRATEGY

## REDUCE FUEL BAND FOB BY 90%



EARLYDIGITAL

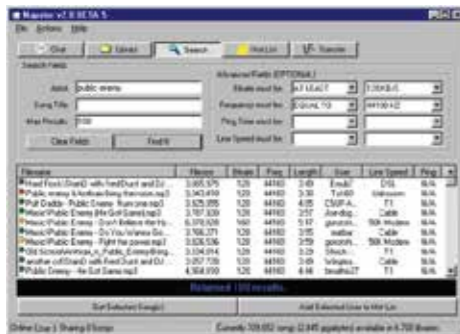
“3-CLICK” NAVIGATION



The screenshot illustrates the Napster user interface with several overlapping windows. The main window, titled "Napster : dustin", features a top navigation bar with icons for Library, Search, Discover, Chat, Transfers, Browse, Messaging, People, and Player. Below this is a "Chat" section with tabs for "Room" and "People". A secondary window, "User: margotam", is open, showing options for Browse, Messaging, User Info, Add to Hot List, and Ignore User. A third window, "Browse Music: margotam", displays a music list with the following table:

Name	Size	Bit Rate	Length
Bomb The Bass - Bug Powder Dust	6.1 MB	128 kbps	5:05

At the bottom right, a media player window shows "Red Right Hand - Nick Cave and the Bad Seeds" with a play button and a progress bar at 00:03:17.

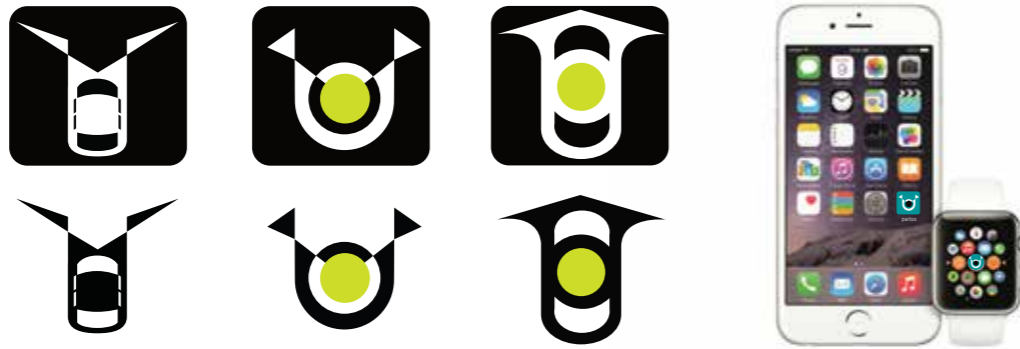


# APPEXPLORATION

User



APP icon design



Corporate logo design ideation

