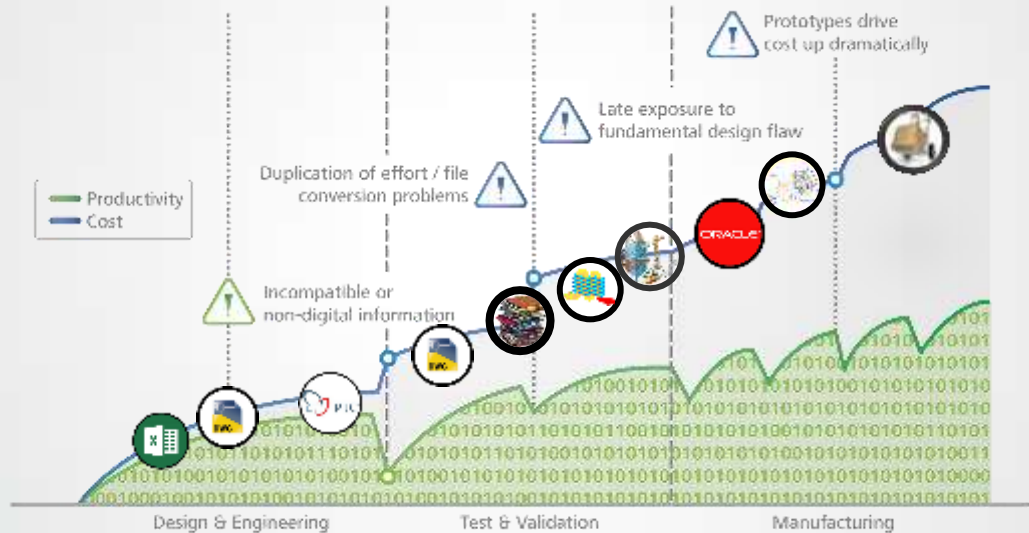


Fabbrica Futuro

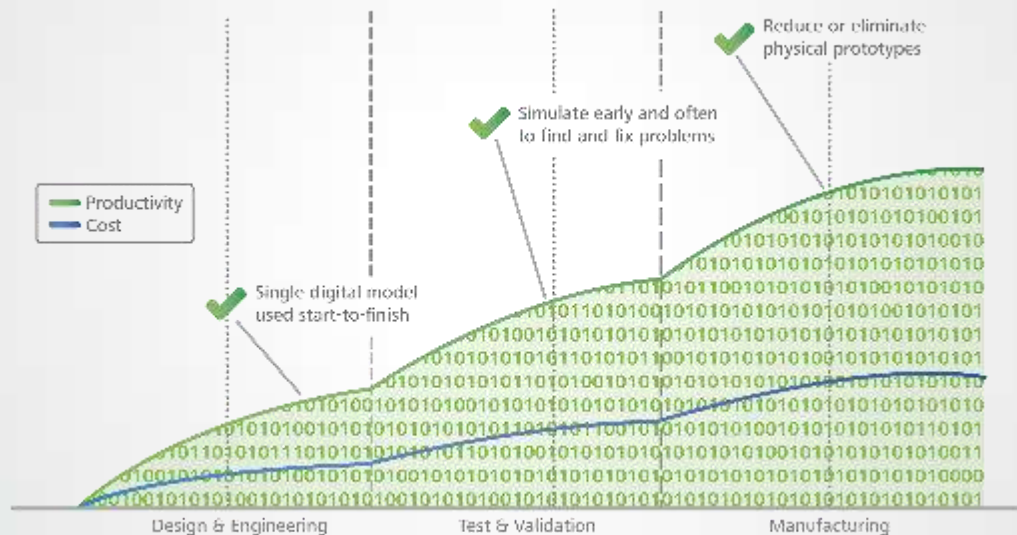
*La fabbrica virtuale: dalla progettazione assistita
alla realizzazione pratica*

Flavio Di Canzano
Technical Sales

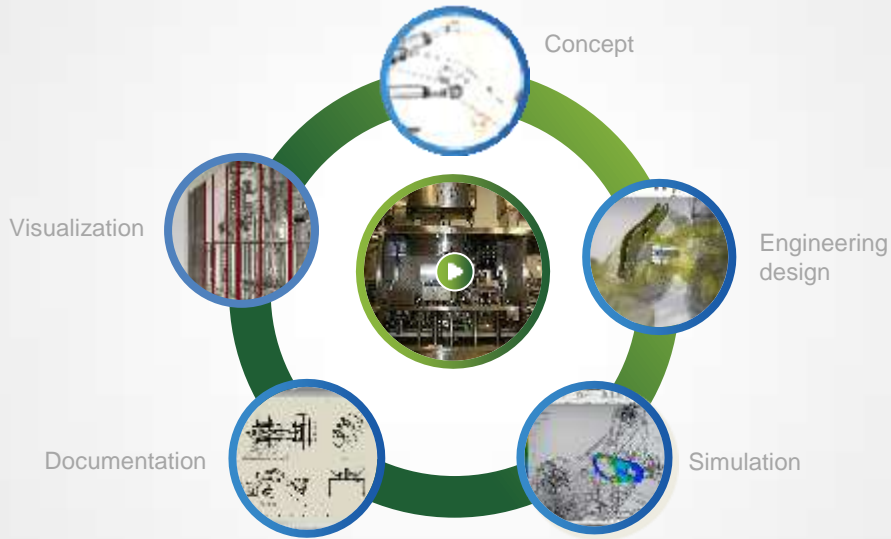
Traditional product development methods



The Digital Prototyping advantage

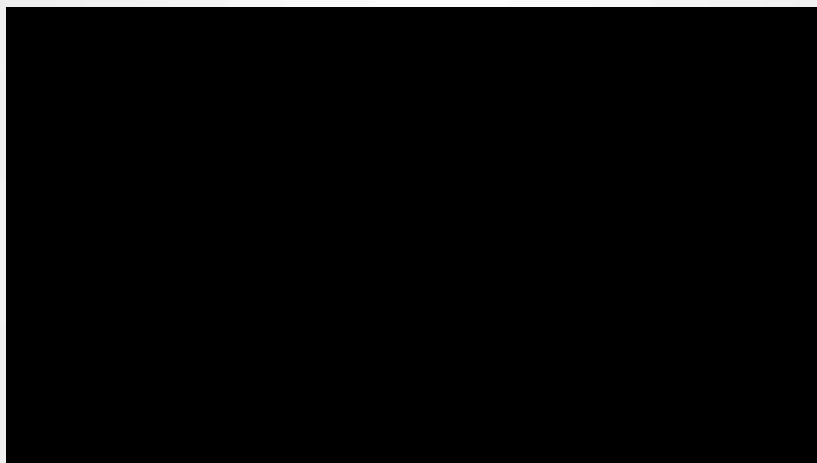


Design & Engineering



Test & Validation





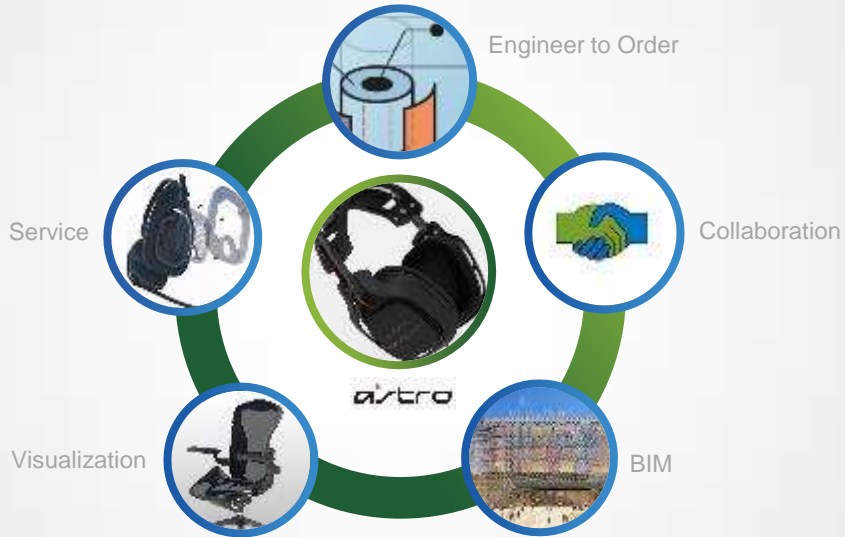
Manufacturing & Production





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Sales & Marketing





XBox
360+

Gaming Gone Wireless

Microsoft asked Astro to design the 2nd generation Xbox as a high-powered, digital portal to the converging world of live video gaming and services. So Astro began the quest for the perfect blend of technology, lifestyle and design.

Working with Xbox design and development partners in the US, Asia and Europe, Astro developed the super iconic 360 to be a complete solution, attractive in all positions and all views. The 360 was designed to drive confidence in it's new wireless interplay and the on-line Xbox Live, socially driven, marketplace.

The result is the XBOX 360 design language, featuring iconic console, wireless controllers, custom faceplates, a removable hard drive, media remote control, camera and many smart accessories. Level up.



Nike Fuelband

Band Together

The latest Nike and Astro collaboration is the Nike+ FuelBand. Nike Digital Sport asked Astro to assist in developing a product that would change the way people think about sport and activity. The resulting Nike+ FuelBand motivates and inspires athletes to make every day count. The Nike+ FuelBand is designed to fit an active lifestyle with its sport-inspired aesthetic and all-day comfort. The complexity of the device is hidden within a soft outerskin, sculpted to emphasize its slender profile and beveled to draw attention to the color LEDs; every detail has a purpose.



Sol Republic Up In The Mix

Soundtrack of Life

Sol Republic is a fresh new face in the music experience field. With a potent arsenal of in-ear and on-ear headphones, Sol Republic is paving their own path to sonic dominance by offering excellent looking, feeling and sounding headsets for an affordable price. The headphones come correct with swappable headbands, cables and earphones to offer an audio experience and fashion statement that reverberate way deeper than their price would reflect. They also boast a proprietary new polymer called FlexTech, which makes the headset practically indestructible. We were pleased to lend our services to such a cutting edge brand. By staying true to Sol's love of music, we offered our fresh takes on the identity, packaging and design of the headphones and earbuds. Astro helped poise this robust brand to jump off the shelves and onto the ears of music lovers everywhere.



Astro Gaming A30

Crossover

Astro helped Astro Gaming produce The A30 Headset. Appealing to more than just hardcore gamers, this headset is designed to move freely between your living room, office and the street. The spawn of the tournament proven A40 professional gaming system, the A30 is tournament ready as well, but it ships with three swappable cables that easily enable communication across all forms of digital entertainment on mobile devices like iPhones, PSPs iPads, and gaming consoles such as Xbox and Playstation, plus laptops & PCs gaming consoles and PCs. This shrewd and stylish on-ear A30 Headset is the best Cross-Gaming, mobile savvy headset on the market today. Astro is reaching its goal of creating harmony in today's chaotic world of tech saturated lives.



Nike Bauer Hockey Helmet

Breakaway

After Nike bought iconic hockey brand Bauer, they asked Astro to help design their first hockey helmet. so we cross checked each other and went for it. Researching hockey players proved fun and informative. We found that they liked their helmets to look good to the fans and desired added safety, but did not like anything extravagant or bulky on their heads. We rolled in unique shell innovations including an air pump technology for a more comfortable fit, added head protection and easy adjustability.

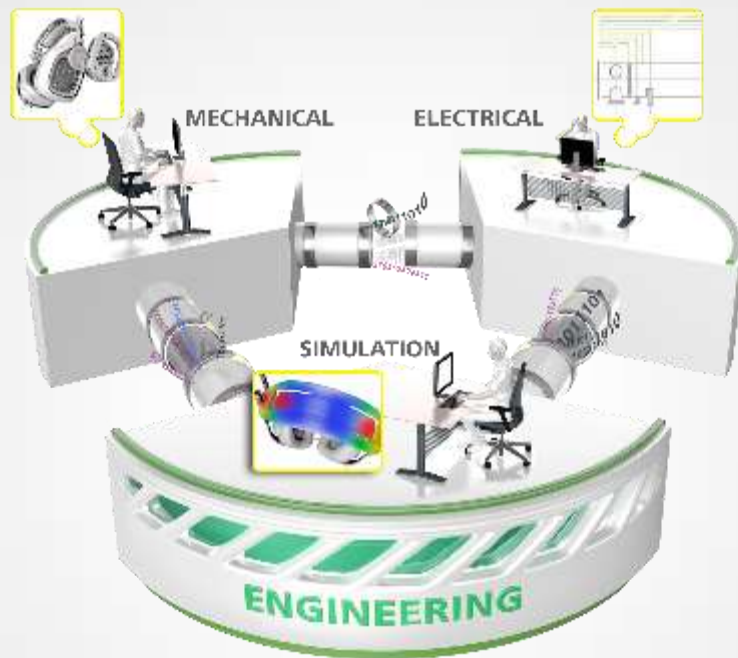


Why Autodesk

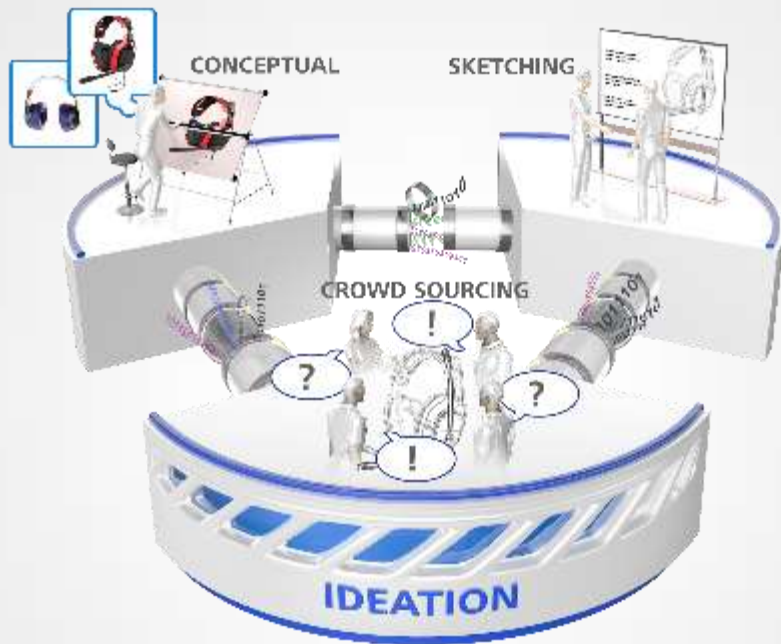


Why Autodesk





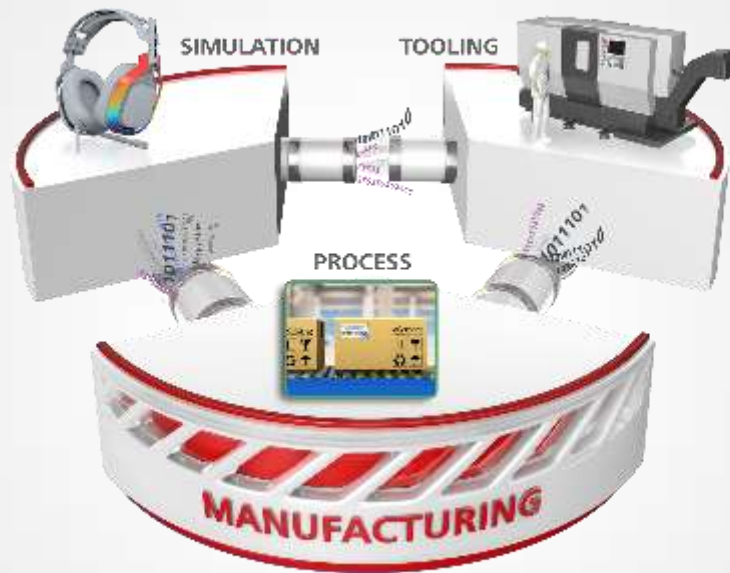
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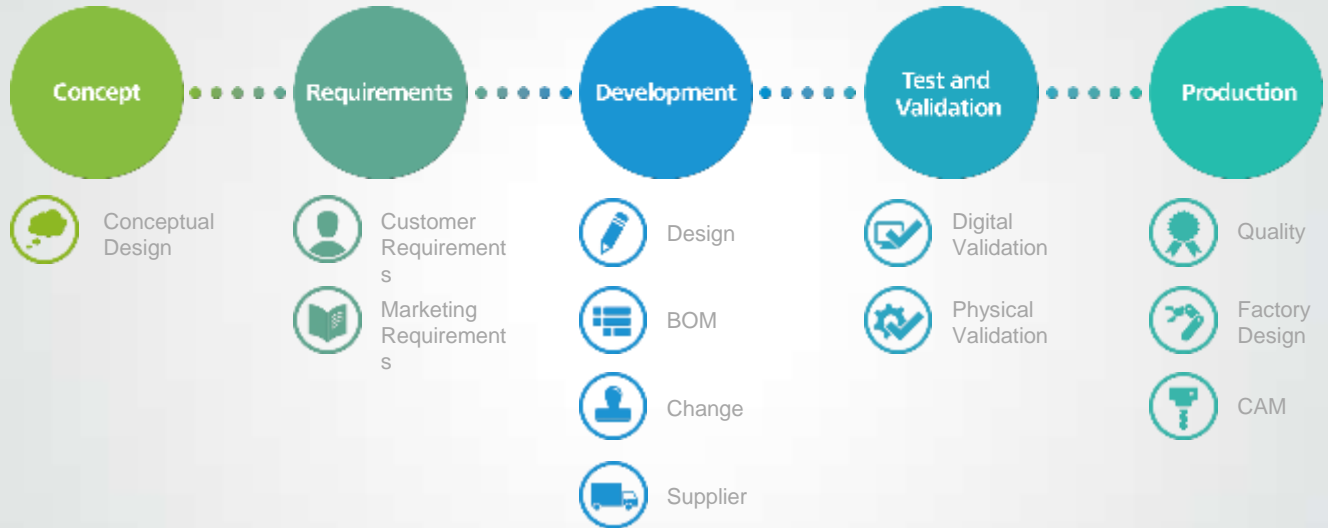


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Product Lifecycle Management





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