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PRODUCT CONSULTING
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PRODUCT DEVELOPMENT

MANUFACTURING

BRAND & DIGITAL

INVESTMENT SCALE

BUSINESS STRATEGY

END TO END PRODUCT PARTNER

HIGH TECH PRODUCT DEVELOPMENT SPECIALIST

Smallfry

Shark

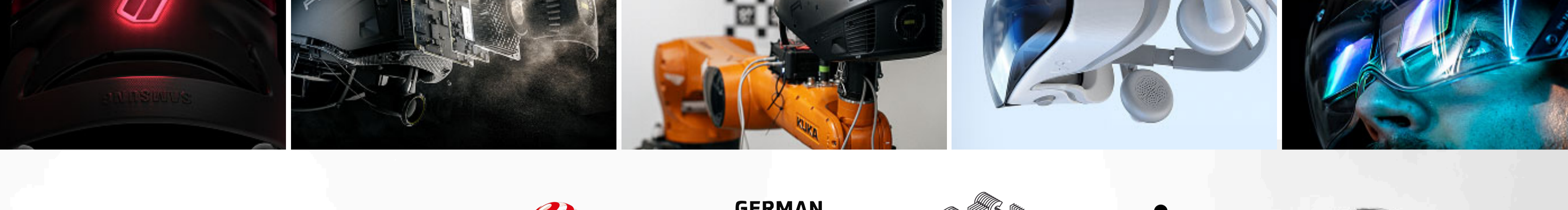
VAX

SAMSUNG

XYZ

HMDRIVE

ADVANCED PRODUCT TECHNOLOGIST



TEDx

reddot

GERMAN DESIGN AWARD GOLD

IF

Spotify PODCAST

AWARD WINNING PRODUCT DESIGN LEADER

GUY NEWSOM

FOUNDER, NUSO PRODUCT CONSULTING

connect

"I'm a passionate and ambitious product design leader, driven to delivering purposeful, user focused products that drive business growth and genuine mass adoption"



XYZ

CASESTUDY 1 ENGINEERING GRADE AUGMENTED REALITY

FOUNDING PARTNER

VP PRODUCT: End to end ownership of AR product development program

INVESTMENT GROWTH £5M SEED RAISE

PRODUCT MVP: Lead the design and innovation of ATOM Gen 1

PRODUCT LAUNCH ATOM

ATOM GEN 2: World's first, engineering grade AR device, purpose built for construction

INVESTMENT GROWTH £35M SERIES A+

BUSINESS SCALE: Lead technical due diligence on Series A and Bridge rounds for continued innovation

PRODUCT SCALING £8M ARR HAAS

PRODUCT REVENUE: Global distribution, revolutionising the future of construction technology



EXPLORE

ATOM

www.xyzreality.com

THE MILLION \$ SKETCH

"Initial concept sketch, produced for XYZ Reality, utilised for seed investment drive, helping generate the companies first investment, landing \$1 Million"



DIGITAL SKETCH RENDERING



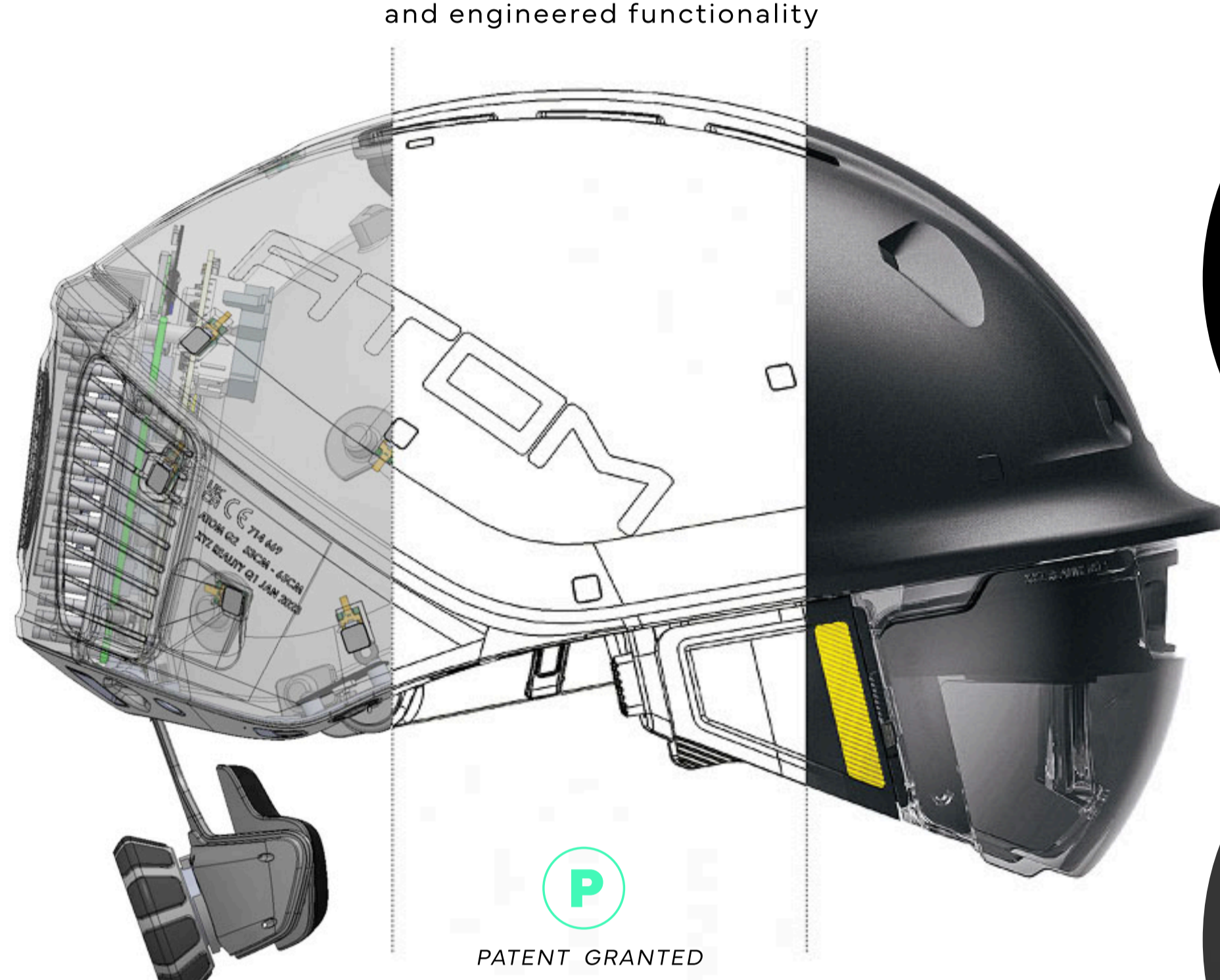
FAST SKETCH ITERATION



ATOM

PRODUCT DESIGN ENGINEERING

Careful balance between industrial design aesthetics and engineered functionality

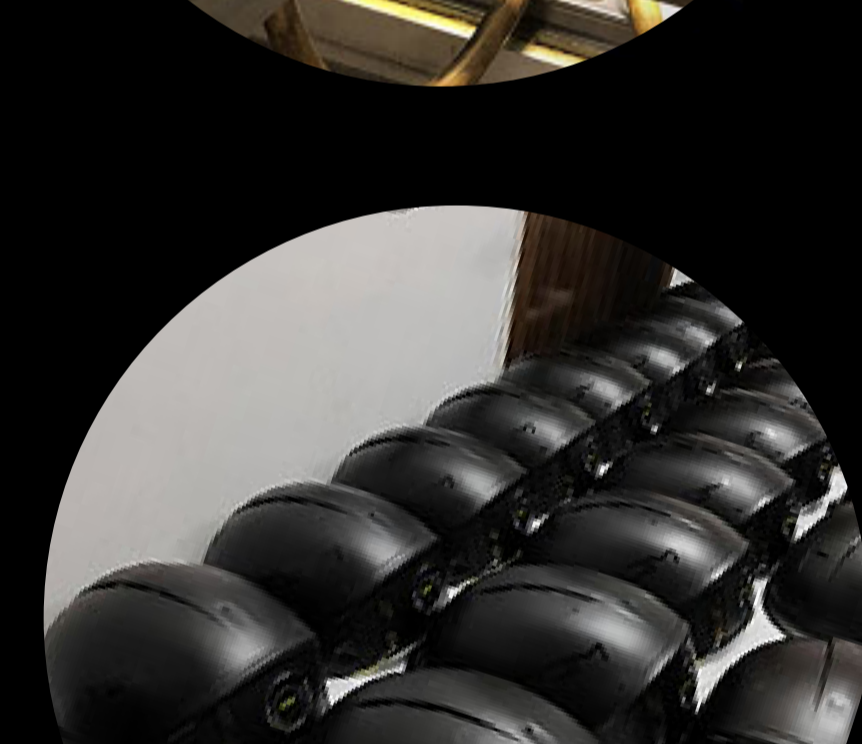


PATENT GRANTED



"End to end product design engineering, from concept to mass production launch. Complex integrated electronics, detailed design and design for manufacture execution"

PRODUCT MANUFACTURING



Complex hardware integrated technology, scaled for mass production with injection moulding, optical tooling, carbon composites and product assembly

INJECTION MOULDING

CARBON COMPOSITES

PCBA ELECTRONICS

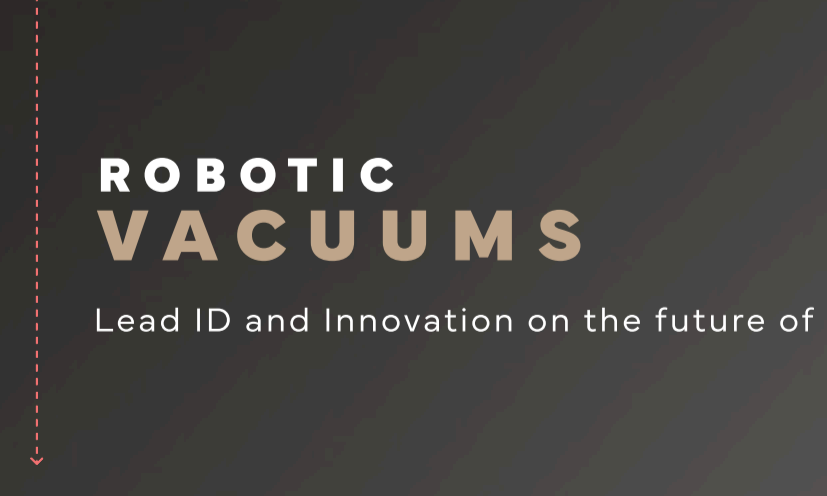
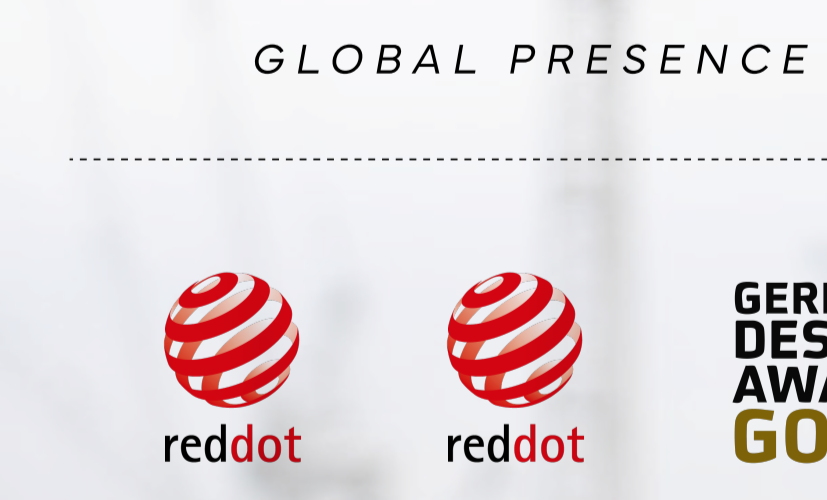
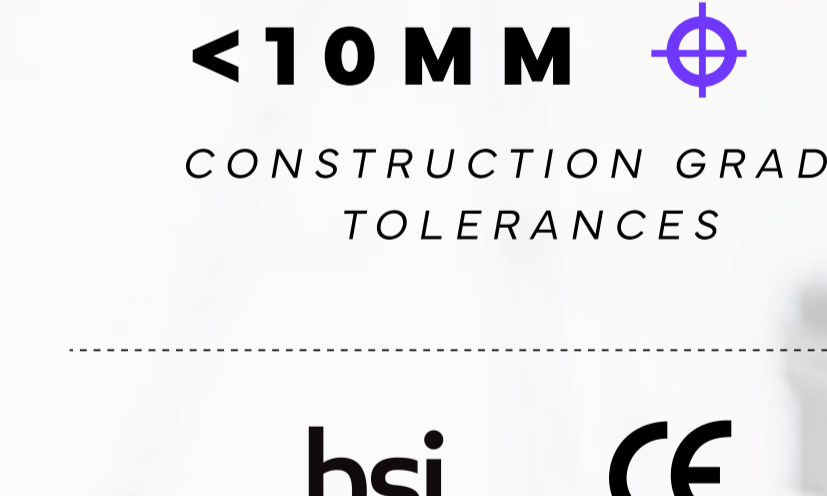
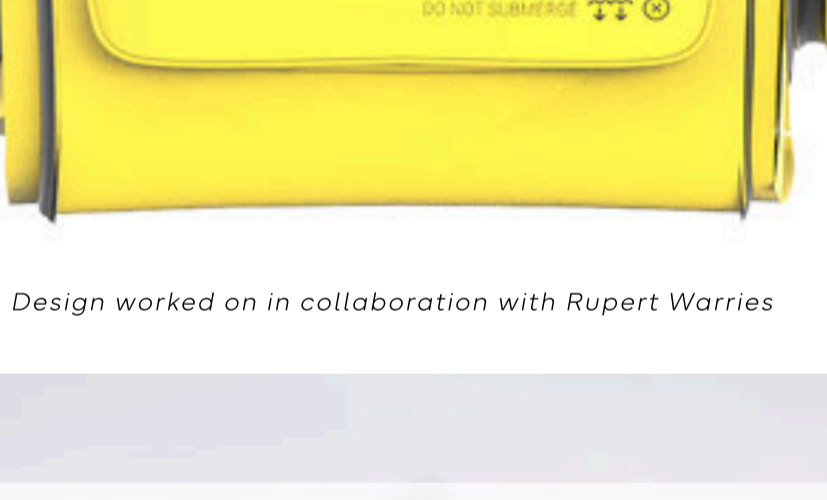
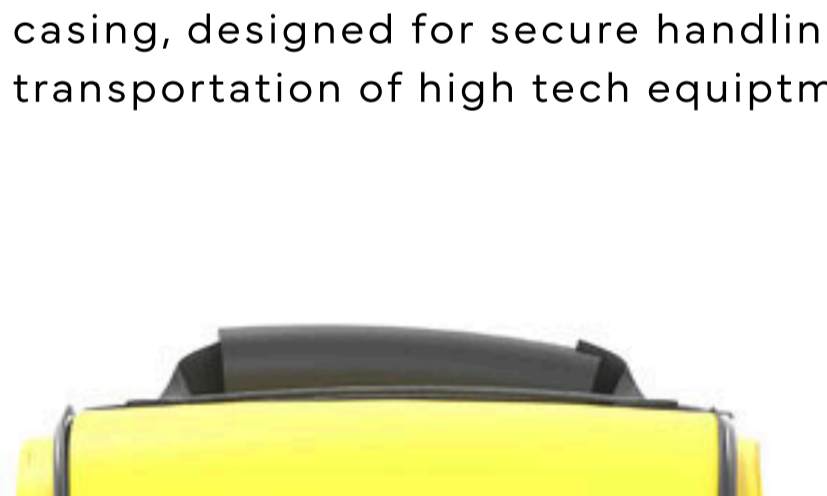
PRODUCT ASSEMBLY

QUALITY CONTROL

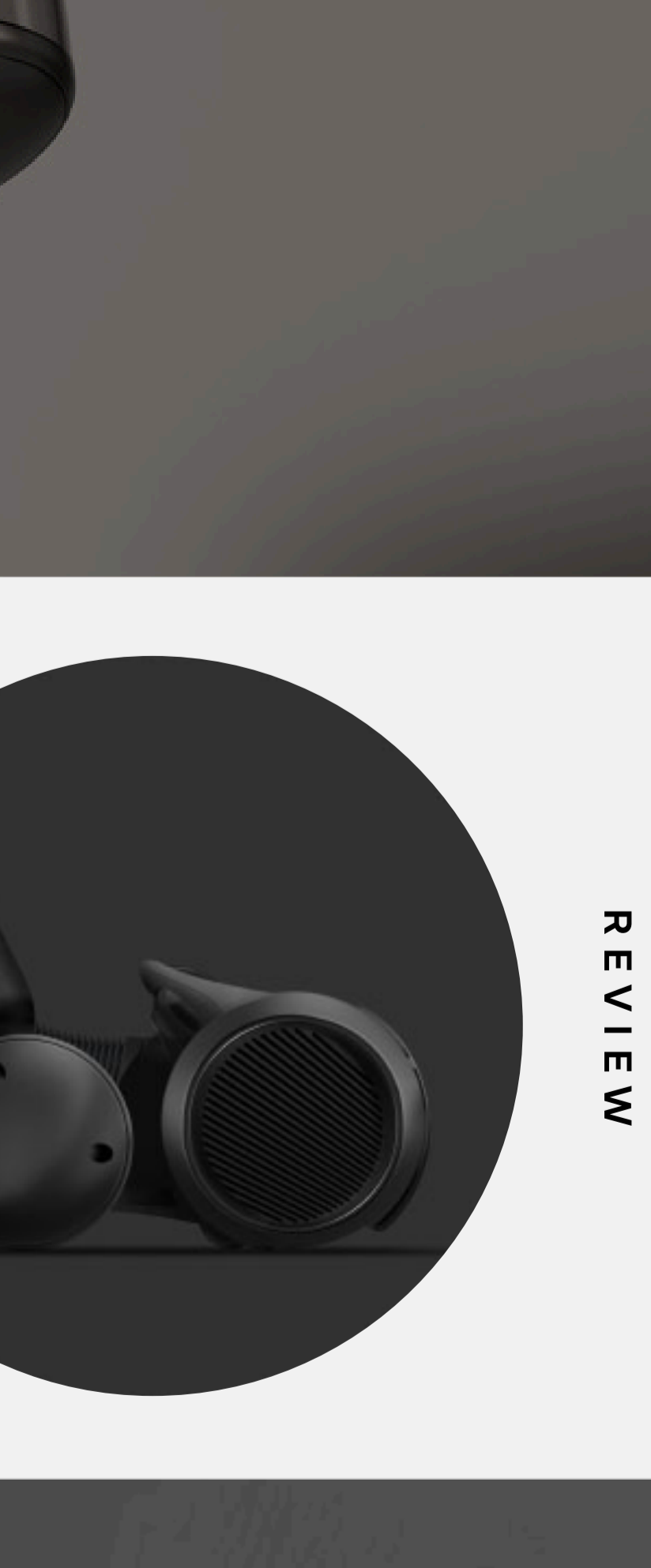
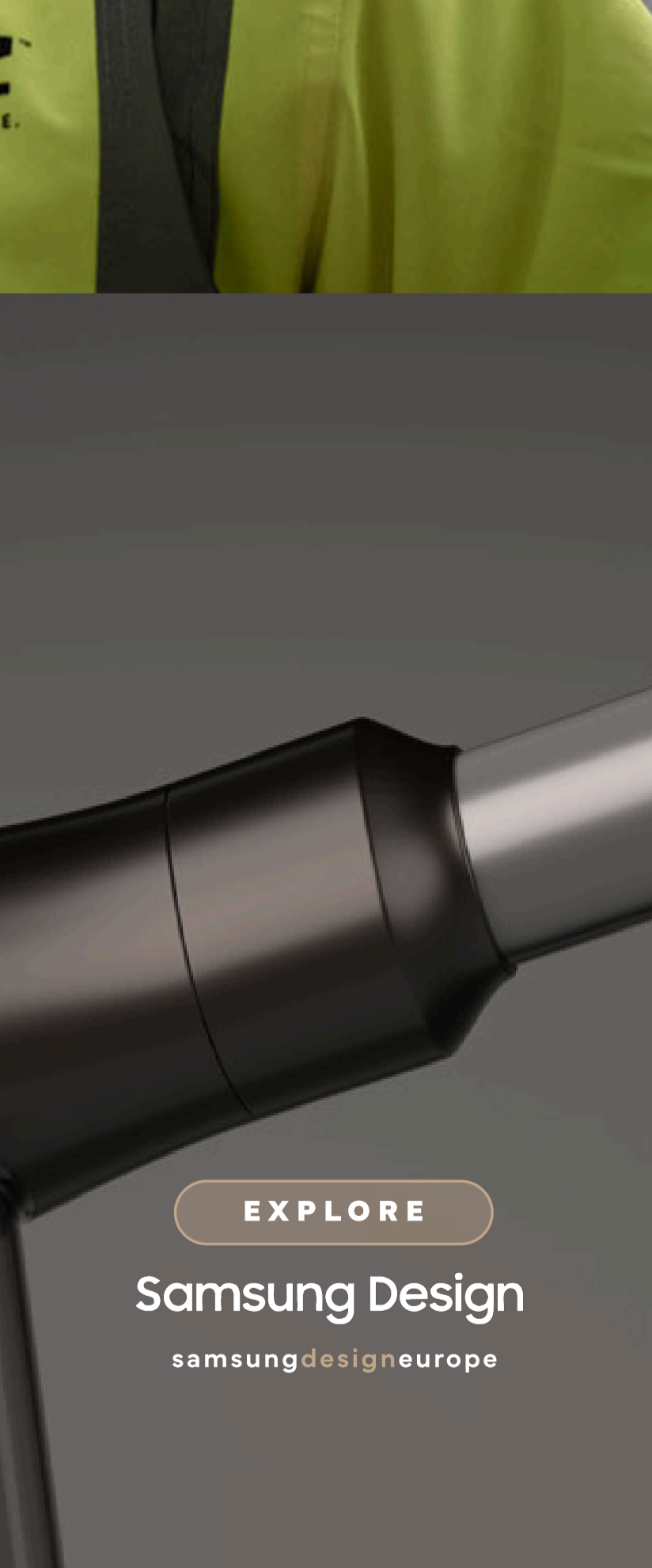
OPTICAL TOOLING

CARRYWARE DESIGN & PACKAGING

Textile design, backpacks and protective casing, designed for secure handling and transportation of high tech equipment



- Waterproof plastic coated canvas
- Water resistant stitched edges
- Reinforced webbing stitching points
- Black printed graphics
- Padded shoulder straps and back support
- Matte black plastic clips/hardware



ATOM
A WORLD FIRST

<10MM 
CONSTRUCTION GRADE TOLERANCES

bsi. CE
SAFETY CERTIFIED TO CONSTRUCTION STANDARDS

UK - EU - MEA
USA - ASIA
GLOBAL PRESENCE



SAMSUNG

CASESTUDY 2 SAMSUNG DESIGN EUROPE PRODUCT DESIGN

DOMESTIC APPLIANCES

Product Development on vacuum, refrigeration and washing machine

ROBOTIC VACUUMS

Lead ID and Innovation on the future of robotic vacuum cleaners

SAMSUNG GLOBAL MOBILE

'A-Series' mobile design innovation for global launch

INVESTMENT TV Q SERIES

Q-LED TV ID and Colour, Materials, Finishes (CMF)

ODYSSEY VR GAMING

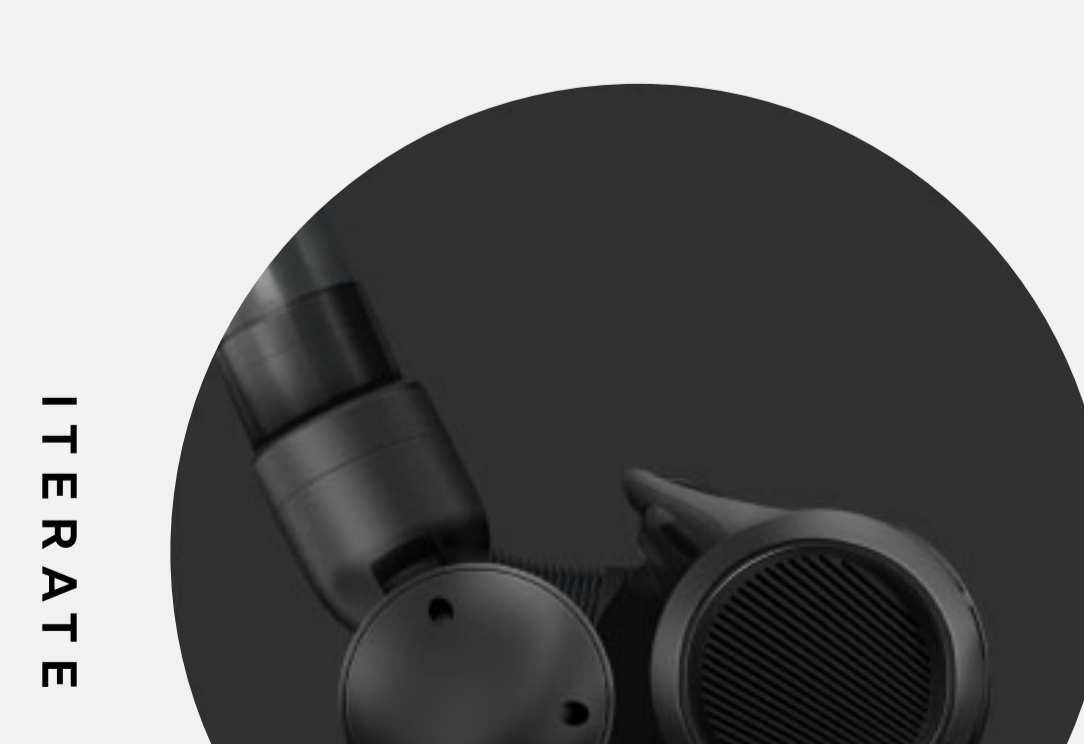
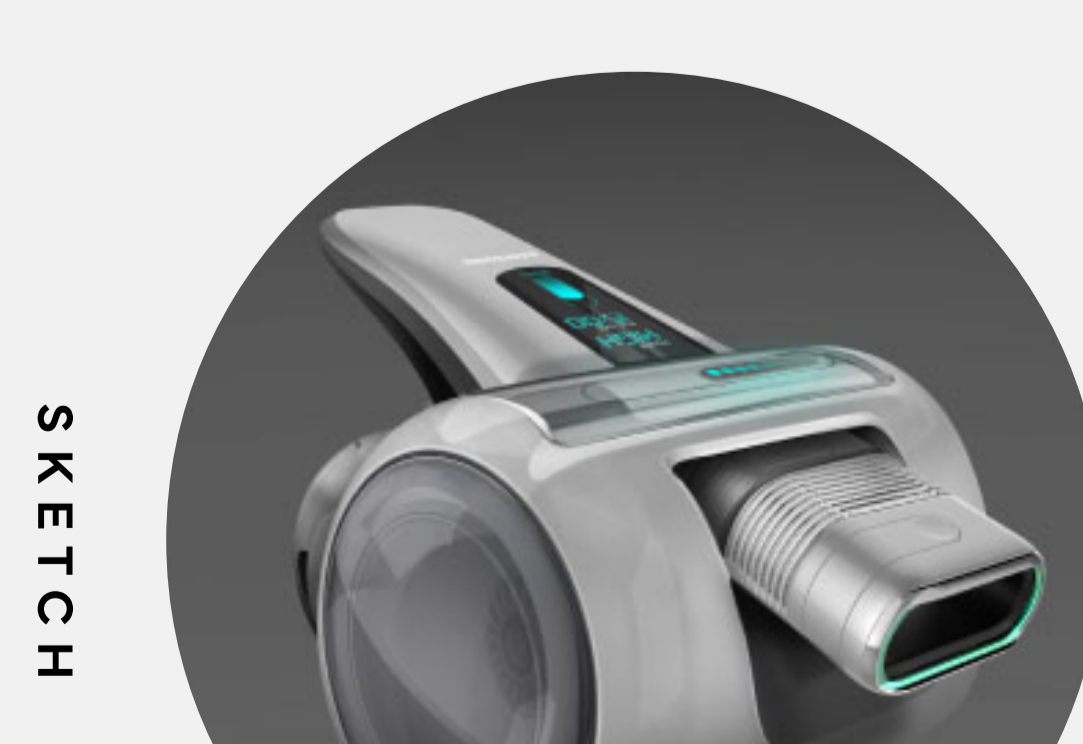
New product category, Virtual Reality Product Design



EXPLORE

Samsung Design

samsungdesigneuropa



REALISE THE VISION

High fidelity photoshop visualisation for the future of robotic vacuum cleaning, with smart omni directional tracks



PATENT GRANTED

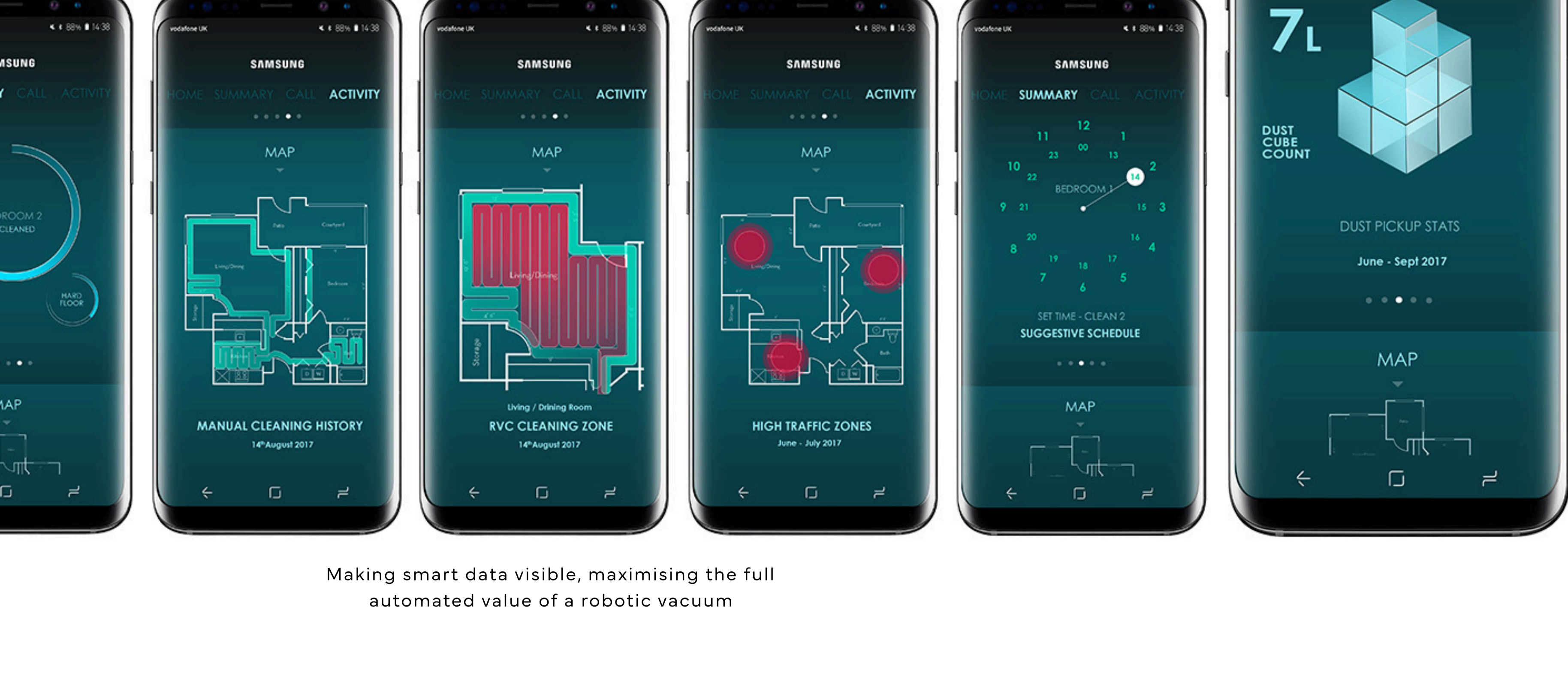
UI SCREEN DESIGN



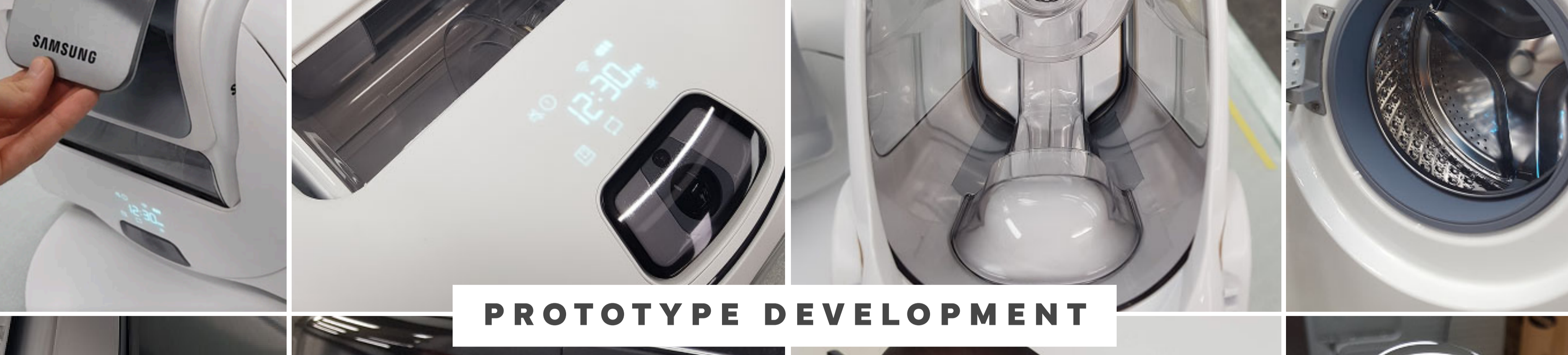
UI APP DESIGN



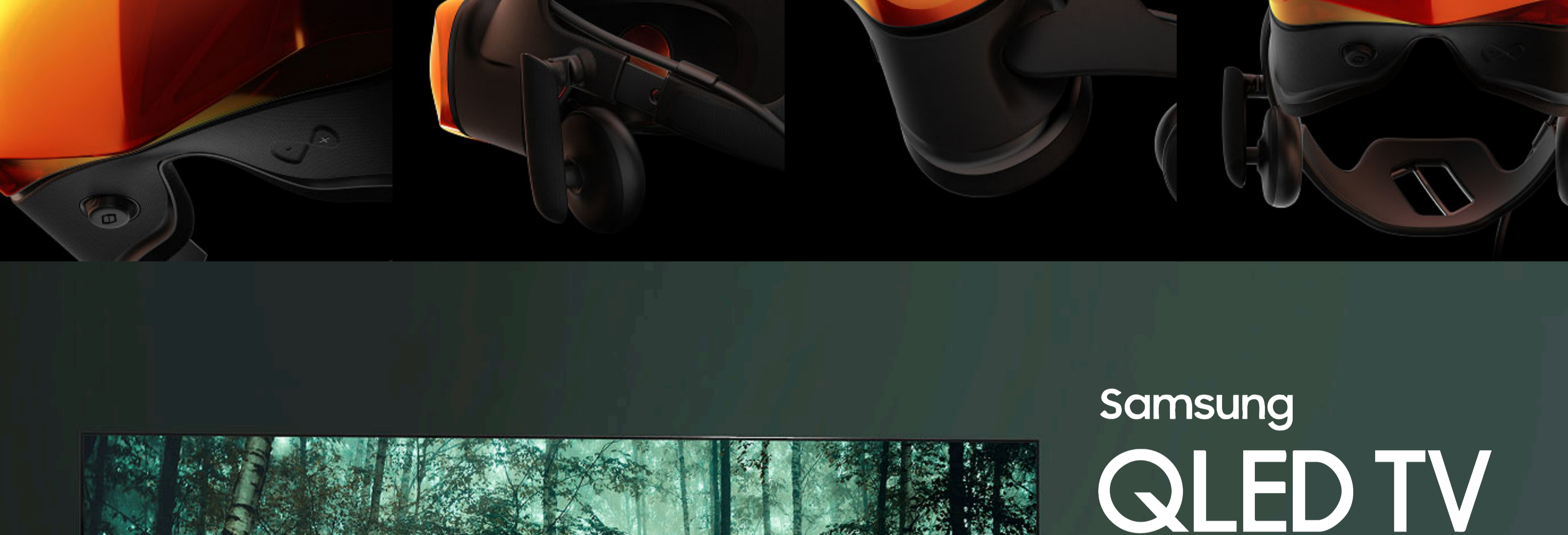
Robotic Vacuum Smart Home App, for full visibility of live cleaning status, progress and tracking data



Making smart data visible, maximising the full automated value of a robotic vacuum



PROTOTYPE DEVELOPMENT



HMDRIVE

CASESTUDY 3 AUTOMOTIVE AUGMENTED REALITY

2016 COMPANY BRANDING
HMDRIVE re-brand, with new web launch and brand guideline documentation

INVESTMENT STRATEGY
HMDRIVE story and business narrative, market opportunity and financial investment requirements across hardware

MVP POC PRODUCT DEV
Product Design Engineering of new MVP FUSION Automotive AR Glasses for track day sports cars

BUSINESS GROWTH
Future product development program strategy, with team growth and program forecasting for mass production

2026 PROJECT MANAGEMENT
Project Management across hardware, apps and UX/UI Design development

AUTOMOTIVE AR SPATIAL INTERFACE

EXPLORE
www.hmdrive.it

BUILD THE BRAND

01 THE MISSION

02 THE MARK

03 COLOUR

04 TYPOGRAPHY

05 IMAGERY

06 ICONOGRAPHY

07 APPLICATION

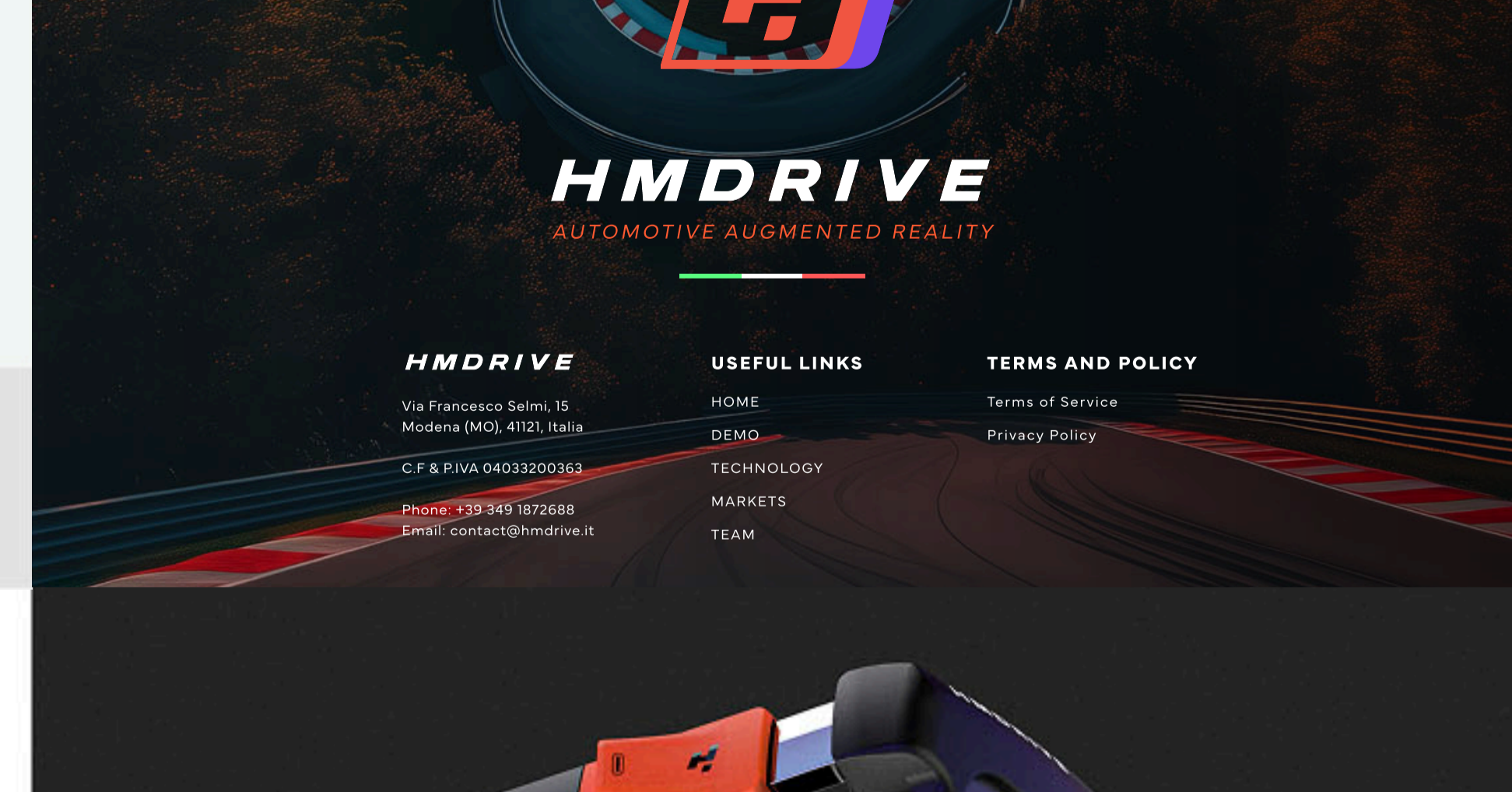
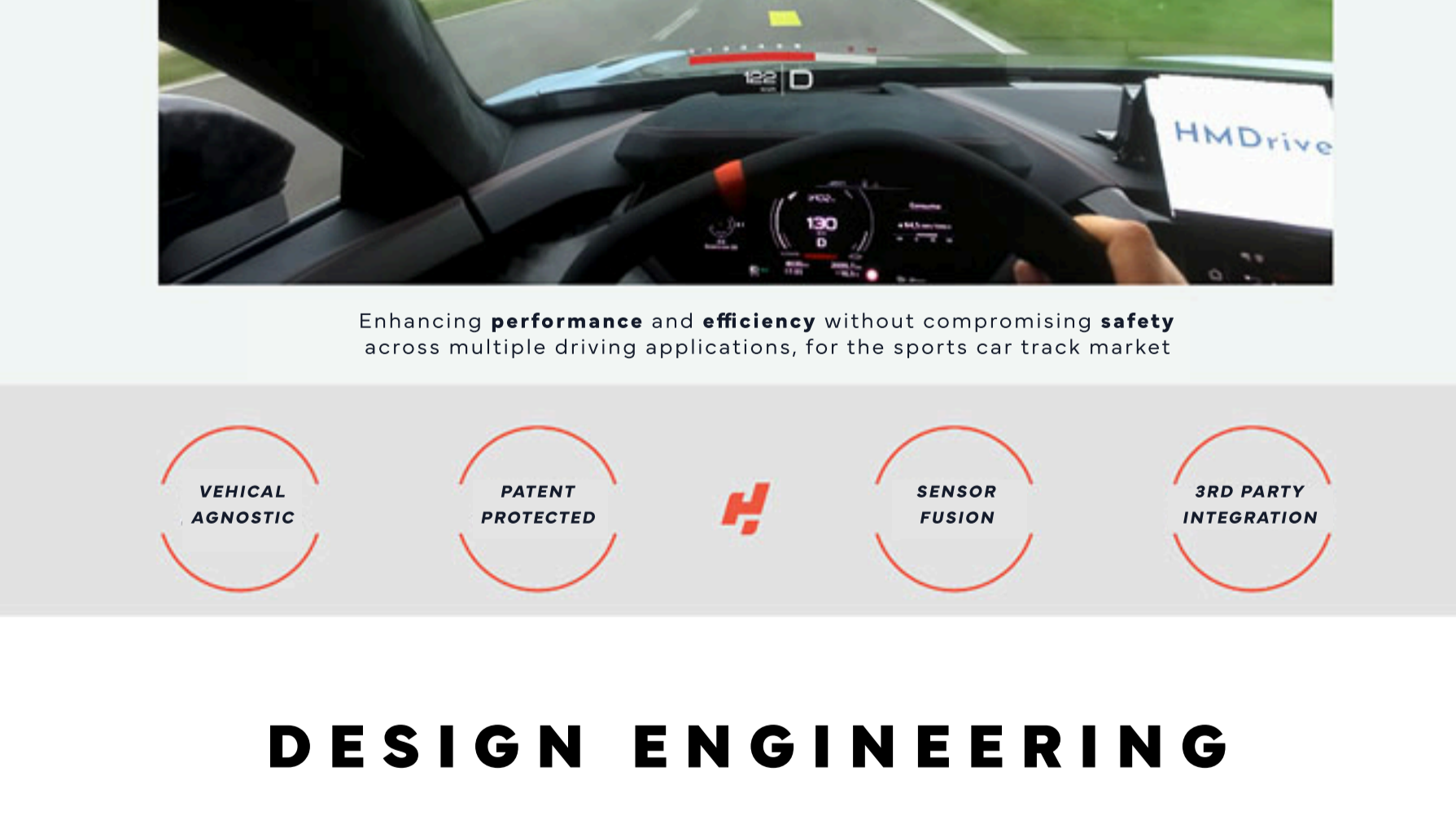
08 GUIDELINES

Full company re-brand, with consolidated guidelines for internal and external use



"WHERE SIM MEETS REALITY"
Delivering immersive and engaging driving experiences through Automotive Augmented Reality

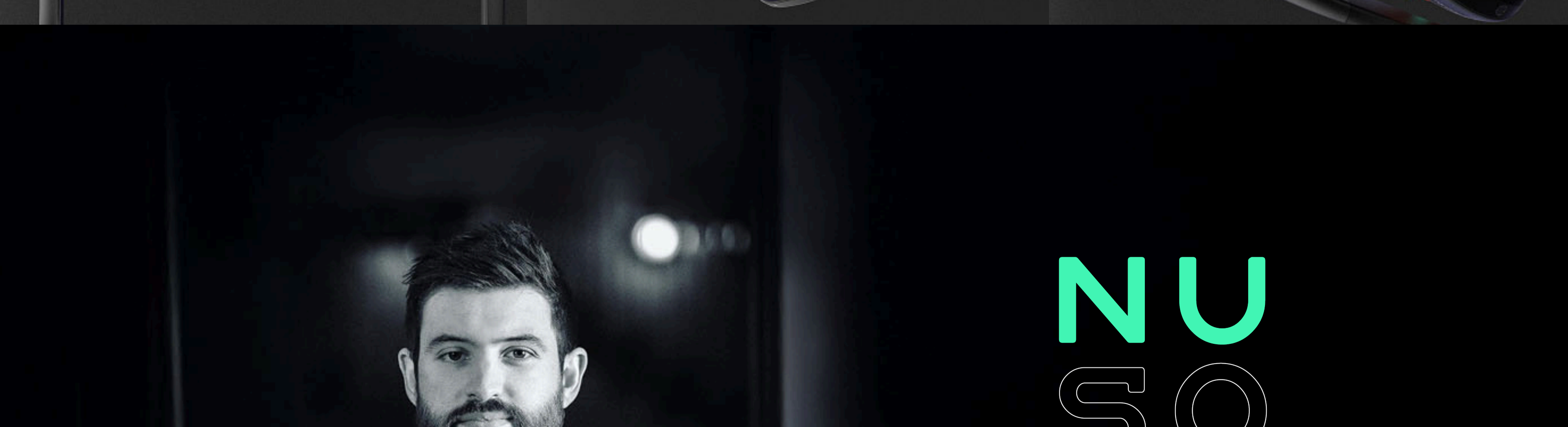
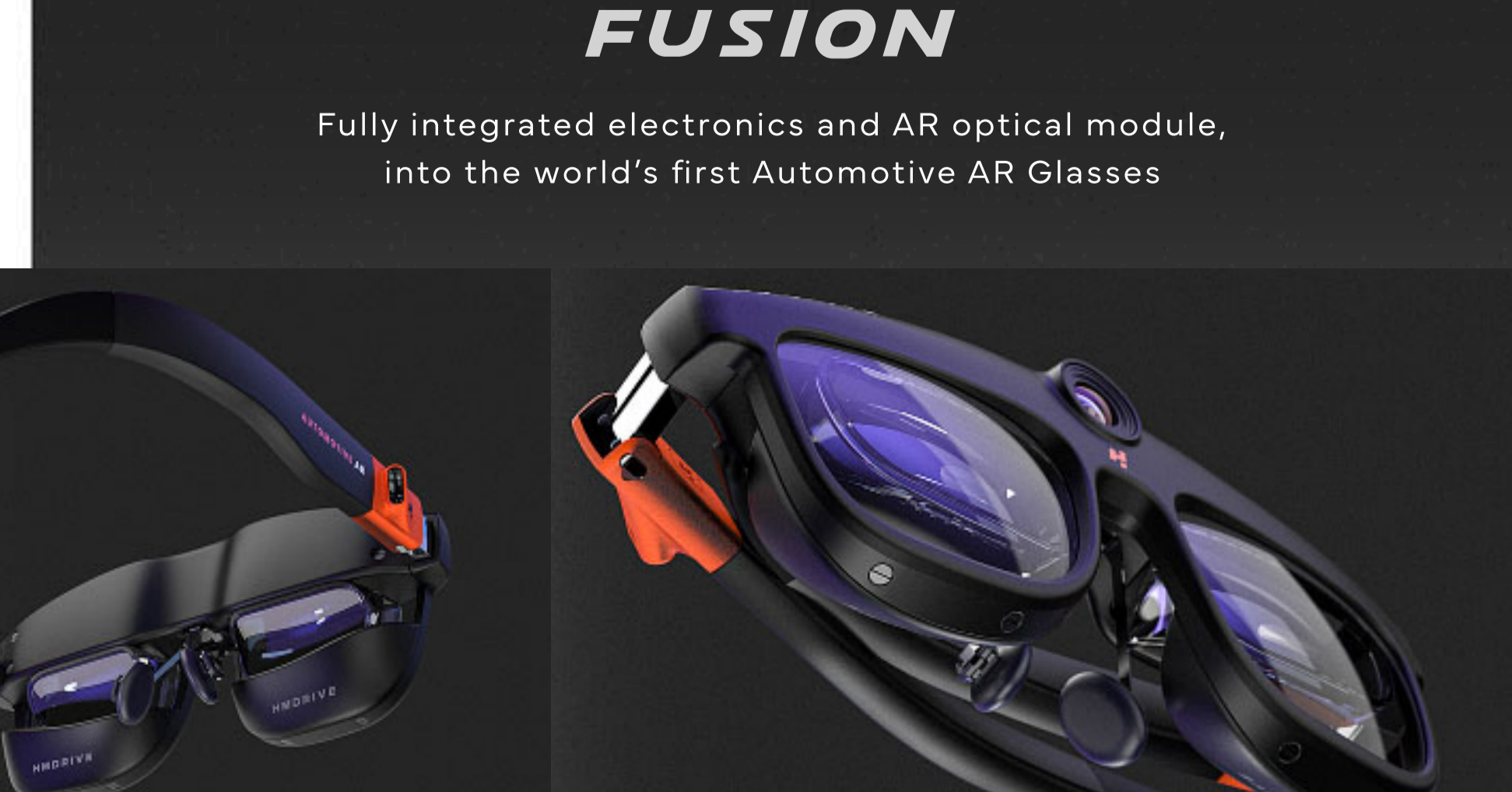
"WE'RE A DEDICATED GROUP OF ENTREPRENEURS, TECH & INDUSTRY EXPERTS"
MARCO CENTURIONI, CEO



Enhancing performance and efficiency without compromising safety across multiple driving applications, for the sports car tracks market

- VERTICAL AERODYNAMIC
- PATENT PROTECTED
- SENSOR FUSION
- 3RD PARTY INTEGRATION

DESIGN ENGINEERING



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THANK YOU

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