



Product Design Case Study

Background

Chantry Networks provides customers with wireless connectivity solutions that seamlessly integrate with their existing IP infrastructure. Their product offerings include the rack mountable BeaconMaster controller product as well as BeaconPoint antennas.

Chantry approached Design Interpretive for help in the design and development of their antennas units. Once this critical component was successfully in development they began a parallel activity of creating a distinct image for their controller unit.

Challenge

Chantry requested two industrial design concept solutions. Concept One explored all traditional methods of sheet-metal manufacturing consistent with Chantry's initial projections for sales in the first year. Concept Two explored what might be possible if the numbers were greater. Both required a distinct, progressive product image.

In both instances, Design Interpretive's industrial design team were driven to meet Chantry's mechanical requirements while continuing to explore the visual vocabulary established during the development of the BeaconPoint product. Ultimately, concept two was selected over the more utility-like concept one for reasons that it was more consistent with the leading edge technology that it housed. Through the use of innovative molding technologies, appropriate with Chantry's volume projections, production costs were brought down to an acceptable level.

Process

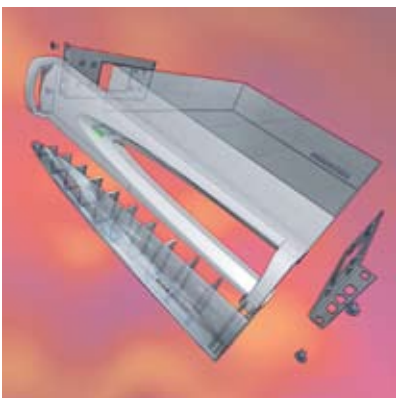
Design Interpretive used 3D, CAD files of the BeaconMaster chassis, supplied by the client as the basis for the design of the face-plate assembly. Concept illustrations were generated for presentation purposes and a full scale working prototype was created for the wireless conference, Interop 2003. With the help of Design Interpretive Chantry was chosen as a finalist for Best-in-Show. Today Chantry Networks continues to deliver on the promise of wireless mobility to customers across North America.



Rendered view of three BeaconMaster units mounted in an IT rack.



Handle detail of the BeaconMaster.



A simplified exploded view of the various components that make up the unit.

