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Antenna Range

Design | PROdesign Australia Pty Ltd Client | Crest Electronics Launch | 2004



“Crest Electronics sees Industrial Design as one of the great differentiators in their product portfolio.”

Jill Mulder, Senior Product Manager, Crest Electronics

Product Description

The Crest series of four antennas have been designed specifically to fit with the image and quality of the Crest Electronics range. They are contemporary in styling and exhibit a high level of finish to compliment the latest home entertainment equipment.

Design Features

There is a strong family signature across the entire Crest Antenna range, with a quality product available at four price points. Distinction between models is visually articulated but there is a commonality of componentry that unifies the range.

Antenna components can be easily dismantled for ease of recycling and recovery of electronics and metal.

The compact folding design reduces product volume for efficient point of sale display, easy transportation and is less visually obtrusive.

Crest Antennas are designed for long life. Materials are largely dictated by the product requirements and expectation of quality. A tactile applied rubberized coating to the base of each product in the range significantly adds to visual appeal, conveying the impression of hi-fidelity audio visual equipment. Thick rubber feet pads also improve grip when placed on top of other items.



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Product Information

Materials	ABS plastic	
Manufacturing Process	Injection Moulding	
Applicable Standards	Compliant with Electrical Safety and EMS emission standards	
Price Point	Model 1 [base model]	Retail \$29
	Model 2 [non-amplified]	Retail \$39
	Model 3 [amplified]	Retail \$49
	Model 4 [flagship model]	Retail \$69
Product Designer	PROdesign Australia Pty Ltd	
Product Manufacturer	Asian based manufacturer for Crest Electronics	
Product Distributor	Crest Electronics	
Product Owner	Crest Electronics	

Summary of Issues and Outcomes

Crest Electronics had been supplying accessories to the home entertainment industry for 27 years, selecting and customising offshore product. To re-profile the company as the premium supplier of audio accessories in Australia, Crest set out to produce a unique and targeted product range.

Industrial Design consultancy PROdesign was commissioned to design a range of four internal AV antennas to suit current consumer needs and trend in aesthetics. The four designs were to offer a range of price points and performance, compliment a broad range of high cost home entertainment equipment, have a strong visual presence and provide a solution for the entire market. The items would provide 'best in class' value and strengthen buyer appeal through superior finish to other home entertainment equipment.

PROdesign thoroughly researched form, function, family relationships and the competitive field in order to define the range features and identity. It was determined that the design should address the following criteria:

- design for durability and long-life
- design for recycling – all materials used in the product construction are recyclable and antennas may be simply dismantled for recovery of electronics and metal componentry
- create value at each price point
- work within a budget of as little as \$1 difference in the cost price of equipment housing between each model, and
- create significant visual differentiation between all four items.

Design for compact shipping and packaging was also an important aspect of the client brief. The assembled product folds down to fit the carton, creating efficient and visually exciting in store presentation.

The key intelligence of the Crest range is in the simplicity and logic of the components. There is a clear visual distinction between products but only one main feature varies from model to model through the entire range. This allows for the rationalisation of tooling, cost effective manufacturing and efficient assembly of the differentiated models.

With input from the electronics and casing manufacturers, PROdesign 3D modelled the product assembly for manufacture.



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Economic Impact Statement

Audio visual equipment is most often associated with high quality multi-national companies or no-name budget items, but Crest Electronics – an Australian success story in the audio visual market – is forging ahead with a range of Australian-designed products that match the qualities and performance of top shelf multi-national product.

Through using the principles of Industrial Design, Crest was able to create a new product range effectively from both a time and cost point of view.

We used Australian based Industrial Design to ensure our products met the markets expectations. This is not always achieved when using design teams from overseas.

While Australian design ensures a professional look, we also utilise the advantages of Asian based manufacturing. Design input from the manufacturer is essential for accurate internal construction and to ensure cost is kept down. This combination continues to deliver to a profitable product line-up for Crest.

The Antenna range continues to perform very well for Crest with distribution into the domestic and international markets.



Client Testimonial

“Crest Electronics sees Industrial Design as one of the great differentiators in their product portfolio. So much so that after the positive experiences with outsourcing design – we have brought the function in-house.

In today’s market of “me-too” it is critical to set yourself apart from the rest of the players in the market. Crest Electronics has experienced the benefits of using Industrial Design capabilities for form design, for ideation and for differentiation in functionality.

Regular and complete information is paramount to ensuring the project is executed on time and to the clients’ need. We enjoyed a close relationship and clear communication with PRO design during the development of the antenna range. It was a real ‘team effort’ that resulted in a very successful product outcome.”

Jill Mulder, Senior Product Manager,
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