



MC35 / MOTOROLA

**Challenge:**

To create a mobile computing device that is more knowledge based than task based.

Results:

Kaleidoscope partnered with Symbol Technology (now Motorola) and their internal design team to create of vision of what this new class of products would be and how it would fit into the larger device eco-system. Kaleidoscope's provided all the necessary industrial design assets to communicate and execute the design vision. The product was launched with critical acclaim. The MC35 program proved that there is a large market that revolves around knowledge worker based enterprise devices. Follow up products are currently under development.

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