Exhibitor Profile Book
"Product Design for Tomorrow"

The Stanford GSB Product Design and Manufacturing Club presents

COOL PRODUCT EXPO

Wednesday, April 8th 12:00-6:00pm
McCaw Hall, Arrillaga Alumni Center, Stanford University

product design and
manufacturing club
Stanford Graduate School of Business

STANFORD
BUSINESS
GRADUATE SCHOOL OF

*Free and open to the public

#StanfordCPX

Message from Dave Lyons, Founder of the Cool Product Expo

The Cool Product Expo began in 2000 as the dream of GSB students who believed that, even in the heyday of dot-com, there was a need for continued innovation in hardware. We built a community of people dedicated improving engineering, design, and manufacturing through cutting-edge technology. Fifteen years later, I'm thrilled to see a new generation of designers and manufacturers sharing this passion through the CPX.

This year's CPX theme is "Product Design for Tomorrow." We envision a future of clean, safe, efficient products that protect the health of our planet and the people who inhabit it--while at the same time offer a beautiful and delightful user experience. Please join us to see the products that will revolutionize the way future generations live, work, and innovate.

Dave Lyons

Stanford GSB Class of 2001

Co-Founder, Peloton Technology

Opening Speaker: Jason Mayden, CPX 2015 advisor

12:00-12:30 at Ford Gardens, Arrillaga Alumni Center

Jason Mayden "Challenge Convention"

d.fellow at Stanford d.school and VP of Design at Mark One (Learn more about Jason [here](#))

What does Product Design For Tomorrow mean to you?

"It means, one must be faster than the future in order to assess, distill and leverage the unmet needs of a generation that has yet to be born. This can only happen when a Designer pushes herself to be equal parts historian, artisan, data scientist and ethnographer. In the future data will be her medium of choice and the world will be her canvas."

"…In the future data will be her medium of choice and the world will be her canvas."

-Jason, CPX Advisor

#StanfordCPX

Closing Speaker: Moe Tanabian

5:30-6:00 at Lane Room, Arrillaga Alumni Center

Moe Tanabian "Iterate, fail early, and fail often"

VP of Engineering and Head of Smart Things IoT Innovation Lab at Samsung (Learn more about Moe [here]( ))

What does Product Design For Tomorrow mean to you?

"Design for tomorrow should embrace much more elements of empathy for the user. One way this will likely manifest is by leveraging ubiquitous connectivity and sensors and observing the user, the context and the task and predict what the user might need and facilitate it as much as possible, to the ultimate goal of predictively performing the task for the user right when the user needs it. With that goal in mind, we will probably have little needs for things like car keys, light switches, thermostats, etc. Tomorrow will be the time of Indiscernible Interfaces."

"...Tomorrow will be the time of Indiscernible Interfaces."

-Moe Tanabian, CPX Closing Speaker
Samsung VP Engineering, Head of Smart Things IoT Innovation Lab

#StanfordCPX

Exhibitors

Booth No.	Company	Category
1	Arx Pax	Transportation
2	Melon	Wearables
3	Atlas Wearables	Wearables
4	Darma Inc.	Wearables
5	Spire	Wearables
6	Future Motion // Onewheel	Transportation
7	LIM Innovations	Healthcare
8	Nod	Wearables
9	BioWear	Wearables
10	Misfit Wearables	Wearables
11	Decadent Minimalist Inc	Accessories
12	Moff	Wearables
13	Bolt Motorbikes	Transportation
14	Zepp	Wearables
15	Highway1/Wearhaus	Music
16	Tappur	Music
17	Livid Instruments	Music
18	Mahindra GenZe	Transportation
19	A9.com	Lab
20	Poynt	Finance
21	Skybox Imaging	Satellite
23	Highway1/Sugarcube	Smart Home
24	Highway1/Drop	Smart Home/Dining
25	Frog Design	Design Firm
26	Tactus	Touch Screen
27	AgIC International Corporation	Printing
28	Coolbox	Smart Home
29	Highway1/FishBit	Smart Home/Aquatics
30	Highway1/Cinder	Smart Home/Dining
31	Renovo Motors	Transportation

Company # Arx Pax

Arx Pax, the maker of the Hendo Hoverboard, has pioneered a new technology (Magnetic Field Architecture, or MFA™) that allows for the creation and precision control of highly efficient, highly directional magnetic fields. The initial applications utilize the hover aspects of our technology, however there are some incredibly exciting and impactful non-hovering applications that are possible when one has the level of control over magnetic fields which is granted by MFA.

Product The Hendo "Whitebox" and "Ray" **HENDO** HOVER

The Whitebox is the core embodiment of our technology – a set of MFA-based hover engines. Ray takes it a step forward, using the inherent propulsion and control of the technology to create a moving vehicle. These devices are the basis for all of our hovering applications – transportation, supply chain/warehouse operations, entertainment and earthquake mitigation to name a few.

Definition of "Product Design for Tomorrow"

Being that our physics based technology was founded by an architect, not a 'scientist', we firmly believe that some of the "biggest breakthroughs often depend on the naïve daring of outsiders." These days, with almost limitless access to information via the internet, as well as easy access to rapid prototyping with the ubiquity of 3D printers, cheap microcontrollers & sensors, and finally the ease of crowdsourcing ideas and the availability of open-source software, this is going to be more true today and in the future than ever before.

Website: http://www.arxpax.com/#/
Facebook: https://www.facebook.com/HendoHover
Twitter: @HendoHover, @ArxPaxLab
LinkedIn: https://www.linkedin.com/company/arx-pax,

Melon builds sensors to turn the invisible activity of the mind visible and meaningful in day to day to life. Our first product, the Melon headband, measures brain activity 8EEG) and helps people get insights into their brain activity in real-life.

Product | Melon Headband

The Melon headband measures brain activity using EEG sensors located on the forehand. The headband connects to our mobile app which provides real-time and aggregate feedback on a users mental states, to help them learn to more easily achieve and maintain specific mental states.

Definition of "Product Design for Tomorrow"

At Melon we believe that biometrics need to be go beyond the quantified self, but extend their insights and interfaces into the understood self, a concept we defined which relates to truly teaching the user about themselves in a human way.

Website: http://www.thinkmelon.com
Twitter: @thinkmelon, @daqri

Atlas Wearables

Atlas Wearables designs and shapes the future of computing products. The wearable market is filled with glorified pedometers – Atlas is changing the game with a Motion Classification Engine that accurately identifies over 50 activities, out of the box.

Product — Atlas Wristband

Atlas is a fitness monitor that identifies your exercises, counts your reps and sets, calculates the calories you have burned and evaluates your form. Atlas measures your success; all you have to do is work out. Atlas is smart enough to tell the difference between push-ups and triangle pushups. Our machine learning algorithms can intelligently detect exercises in 3D effortlessly.

Definition of "Product Design for Tomorrow"

Atlas believes the future of wearable fitness technology moves beyond measuring heart rate and counting steps. Focusing on how to deliver the most end-user value in a form factor that would encourage an easy user experience, we started the industrial design from the ground up. The widescreen display maximizes content while following the natural wrist form of an athlete, broadcasting the most relevant and pressing metrics each user expects. And of course, Atlas introduces automatic motion detection, moving wearables into a future of advanced analytics, creating a true athletic advantage.

Website: https://www.atlaswearables.com/
Facebook: https://www.facebook.com/atlaswearables
Twitter: @atlaswearables
Instagram: @atlaswearables

Darma is building the world's first "inactivity tracker" - a non-invasive smart cushion to monitor your sitting habits (sitting time, posture, heart beat, respiration rate and stress level) and improve your physical and mental health.

Product | **Darma**

Recent studies have linked sedentary behavior (measured by time spent sitting) to higher rates of obesity, Type 2 Diabetes, cardiovascular disease, and premature death. Physical inactivity is the second leading cause of death in the U.S. and the fourth in the world. "Sitting is the smoking of our generation." Darma. Darma uses novel sensor technology and algorithms to monitor. your sitting time, posture, heart beat, respiration and stress level. Based on these detail information, Darma offer actionable guidance to improve posture, balance sitting time and reduce stress.

Website: http://darma.co/
Facebook: https://www.facebook.com/darmainc
Twitter: @Darma_inc
LinkedIn: https://www.linkedin.com/company/darma-inc-
Crunch Base: https://www.crunchbase.com/organization/darma-inc

Activity tracker for body and mind.

SPIRE

Product | Spire

Spire is the first tracker that goes beyond steps to track how much tension, calm, and focus you have in your day. It does this by tracking the way you breathe.

Definition of "Product Design for Tomorrow"

If the first generation of trackers focused on collecting data, Spire is 'product design for tomorrow' because it focuses on collecting novel data and making it useful in daily life.

Website: https://spire.io/
Facebook: https://www.facebook.com/spire.inc
Twitter: @spire_inc

Founded in 2013, Future Motion is a pioneering new entrant to the world of light electric vehicles. Future Motion is committed to designing and developing inspiring vehicles that include both elegant form and unprecedented function. Future Motion's first product, Onewheel, exemplifies its dedication to crafting products that bridge recreation and transportation.

Product   Onewheel

Inspired by the feeling of snowboarding on powder, Onewheel brings a complexly new riding experience to pavement. Onewheel is powered by a state-state-of-the-art brushless hub motor mounted inside a gokart racing tire and is stabilized by gyro and accelerometers. Lithium iron phosphate batteries power the board.

Onewheel's offers a groundbreaking riding experience. Entirely controlled by the riders weigh distribution, Onewheel is an incredibly intuitive ride. Riders lean forward to accelerate, lean backwards to decelerate, and turn with subtle toe and heel pressure creating an experience much like surfing a wave or snowboarding on powder.

Definition of "Product Design for Tomorrow"

Onewheel is all about creating a completely unmediated and intuitive riding experience. The most effective products narrow the divide between us and our technology, stripping everything away but the most necessary and immediate interaction. Hand controls and buttons have turned to touch screens and voice commands as we continue to whittle our way to simplicity.

Simplicity is also the mantra of board sports and the foundation of creating amazing riding experiences. We ride boards to be absorbed in the sensation of moving through the world and it's ability to trap you in the moment. There is a purity and oneness that makes riding zen-like. This is the impetus of Onewheel.

Looking forward, we will continue to hone in on crafting riding experiences so breathtakingly beautiful that the considerable internal complexity of the product is completely lost on the rider.

Simplicity is key in creating amazing products and amazing riding experiences.

Website: http://rideonewheel.com
Facebook: https://www.facebook.com/OnewheelOfficial
Twitter: @RideOnewheel
Instagram: @RideOnewheel
Youtube: https://www.youtube.com/channel/UCCZMFgngWIbTcX_zPWPIJkg

LIM Innovations

LIM Innovations is a San Francisco based prosthetic manufacturer. Garrett Hurley, a Certified Prosthetist, and Andrew Pedtke, an Orthopaedic Surgeon founded LIM Innovations in October 2012.

At LIM Innovations we aim to improve the human physical condition for amputees with socket technology designed for comfort and performance.

Our core company values demonstrate an approach to prosthetic technology development that starts with addressing the user's needs and clinician's demands, while offering advanced technical solutions combined with unique design advantages.

We went to market with our first product, the Infinite Socket, on September 4, 2014. There are currently over 55 users, including children and active duty military personnel.

Product — Infinite Socket™

The Infinite Socket is the first modular and adjustable prosthetic socket on the market. Since its release on September 4, 2014, we have fit over 55 users, including children and active duty military personnel.

The Infinite Socket empowers the user and clinician to make adjustments to their prosthesis as the residual limb changes. The user can control the fit of the prosthesis throughout the day with a two-part tensioning system. If there are more severe volume or shape changes to the residual limb, the clinician can make large-scale adjustments at a variety of points due to the modular components of the Infinite Socket.

Each component is mass-produced and customized for the individual user in our San Francisco production facility.

Definition of "Product Design for Tomorrow"

LIM Innovations uses advanced methods and materials to bring prosthetic socket technology to new heights.

Distal components, such as knees and feet, have undergone drastic changes over the last 50 years, including microprocessor knee units and running blades. Prosthetic socket technology has seen little advancement in that time.

LIM Innovations has broken ground on advanced methods and implemented advanced materials to break away from the archaic methods associated with traditional socket technology. The modularity of the Infinite Socket allows us to mass-produce components and customize for individual users through 3D imaging and CAD/CAM systems.

LIM Innovations is also working to lessen the time between evaluating a user and delivering the final socket. Rather than an iterative 17-step process to optimize the fit of a socket, clinicians can spend more time with the patient and adjust the final version of the Infinite Socket. This allows users to feel as comfortable on the last day they wear their Infinite Socket, as on the first day.

Website: http://liminnovations.com/
Facebook: https://www.facebook.com/LIMInnovations
Twitter: @liminnovations
Vimeo: https://vimeo.com/liminnovations

Please find information at https://nod.com/

Company — BioWear

Based in San Rafael CA, for 25+ years, we have been developing, manufacturing and distributing consumer-based health/wellness products, often referred to as light and sound machines.

Our products differ from self-tracking devices by aiding to improve body/mind function.

The growing body of published science demonstrates daily power naps, meditation and mindfulness training play a significant role in sleep quality, longevity and optimal brain function.

Our systems are passive, meaning no effort or training is required on the user's part to obtain positive results. The technology helps to shift the brain into the alpha/theta state or the cognitive focus state. And because the effect is cumulative, the long-term benefits increase with time.

Product — MindSpa Mentor Personal Development System

We are introducing the MindSpa® Mentor, a one-of-its-kind, Bluetooth-based Audio Visual Brainwave Entrainment device.

Its purpose is to help shift the user toward a calm, meditative, mindful, relaxation state, or toward a cognitive stimulation state. No training is required.

Utilizing led-embedded glasses that penetrate closed eyelids, the flickering lights are tuned to match brainwave frequencies. Used on average 22-30 minutes/day, these light pulses create a matching effect.

It works with all major mobile, tablet, smart watch and computer operating systems. Our companion Mind Library app includes hundreds of sessions.

For the brain hacker it also works with EEG and biosensors as a brain-computer interface tool creating a closed feedback loop.

Definition of "Product Design for Tomorrow"

Our technology is routed in ancient history. Ptolemy first mentioned the use of a flickering light wheel to create euphoric states nearly 2,000 years ago. In the 1930's, British neuroscientist W. Gray Walter investigated the "flicker phenomenon" finding it produced trance-like states.

Meditation is an umbrella term for acquiring inner serenity. Ongoing research suggests relaxation therapies should be an integral part of daily life to maintain health & emotional well-being.

Light is the most powerful regulator of the human circadian system. Additionally, the effect of rhythmic sound to alter state has been understood for millennia.

Chronic sleep disorders, a major health issue, lead to depression, obesity, motivation loss, internal disease and contributes to early death. Few treatments focus on the route cause.

With our experience, we see on the horizon the broad use of neurotechnology to resolve many of our health-related issues, in particular insomnia. We intend to be among those leaders.

Website: http://www.avstim.com/main_page.html
Facebook: https://www.facebook.com/pages/MindSpa-Personal-Development-System/271826447721
Twitter: @MindSpa
LinkedIn: https://www.linkedin.com/in/lminikes

![MISFIT]

Misfit's mission is to develop great wearable and home products: things that people want to wear that fit their style and their daily lives. Our products and services are meant to inspire people by helping them get active. Misfit's first product is the award-winning Shine, an elegant physical activity tracker that you can where anywhere.

Product | Misfit Bolt and Misfit Shine

Our products and services are meant to inspire people by helping them get active.

Definition of "Product Design for Tomorrow"

Our products and services are meant to inspire people by helping them get active.

Website: www.misfit.com
Facebook: https://www.facebook.com/misfitwearables
Twitter: @misfitwearables
Instagram – @misfitwearables
LinkedIn – Misfit Wearables
Google+ - https://plus.google.com/+Misfitwearablescorporation
Pinterest - https://www.pinterest.com/misfitwearables/shine/

Decadent Minimalist Inc

Making every day items more interesting and pleasant to use.
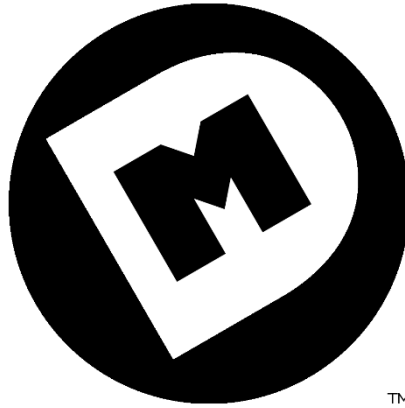
Product | DM1 Wallet

Minimalist wallets invented by a Stanford GSB student and prototyped using skills learned in the PRL and ME 318. These wallets are machined from a single solid billet of aircraftgrade aluminum. Sales todate in excess of $125k in first 5 months.

Definition of "Product Design for Tomorrow"

Our product takes an "everyday carry" item and remakes it with a minimalist approach – where design is driven by functionality. In the age of electronic payments and smartphones, this may be the last opportunity to revolutionize the physical wallet.

Website: http://decadentminimalist.com/
Facebook: https://www.facebook.com/decadentminimalist
Twitter: @moonertweet

We are a start-up company in Japan that aims to make the humans and computers interaction a more natural one, and change the former thought of the UI with our high technology. The evolution of the technology these days has connected to the shrinkage of the number of children using their bodies and instead more time facing the computers. Finding that a problem, we have designed a wearable toy for the children, to make them use more of their imagination by physical movements. With this "moff band" as a start, we will make more products and services that will make a different UI of what we have now, and not let the computers move people, but the people move computers.

Product — Moff band

The Moff Band is a brand-new physical, imaginative, and ecological toy. The evolution of the technology these days has connected to the shrinkage of the number of children using their bodies and instead more time facing the computers. Finding that a problem, we have designed a wearable toy for the children, to make them use more of their.

imagination by physical movements. When you wear our wearable toy, the Moff Band, and connect it to the app, it creates the same play experience as many plastic toys with motions and sounds. For example, a simple household broomstick can change into a toy sword or guitar with the Moff Band, and a triangle ruler can change into a magic wand or tennis racket. The possibilities are limitless

Definition of "Product Design for Tomorrow"

For Moff Inc. and Moff Band, "PRODUCT DESIGN FOR TOMORROW" is the most important user interface for "Internet of Things (IoT)". At the category of the connected human, which means monitoring human activity with sensors, IoT products should be more natural, usable and fashionable for users to wear or put it in the room. Design should not be only for the early-adapters. Technologies inside the IoT products will be similar, such as sensors, algorithm and database. The differentiation in terms of DESIGN will be more important for users.

Website: http://www.moff.mobi/
Facebook: https://www.facebook.com/moff.global?fref=nf
Twitter: @moff_toy
Instagram: @ moffband

Bolt Motorbikes

BOLT MOTORBIKES

If Tesla and Apple had a lovechild with Honda, it would be a Bolt. Our mission is a uniquely attractive, fully electric motorbike for urban transport that is simple to operate, fun to ride, and desirable to own.

Bolt solves the problems associated with urban transportation and makes riders the envy of their peers. Traffic, parking, and high cost of ownership vanish with a Bolt. Our fully-electric motorbikes do not require the paperwork of comparable-performance gas-powered bikes, so the barrier to entry for new riders disappears.

Bolt merges passion with capability. Our founders have 30 years and over 100,000 miles of riding experience, and have been electrifying mobility since 2006.

Product   M-1

There is a gap in on-demand urban transportation that is not met by existing options.
- cars are costly and annoying to park
- buses are slow and dirty
- bicycles are tiring and range-limited
- motorcycles are expensive and require a special license.

Bolt provides the highest performance of any electric bicycle in production.

Bringing the joy of two wheels into the digital era.

No license? No problem. In Economy Mode, the M-1 meets electric bicycle regulations, meaning you don't need a license, registration or insurance. You can ride in the bicycle lane and legally park on the sidewalk!

The adventurous and thrill-seekers can enjoy high performance Sport Mode with a push of a button or a swipe of a finger on a smart phone.

Ride all day and recharge for 21 cents of renewable energy!

Definition of "Product Design for Tomorrow"

Product design for tomorrow means designing products that are as relevant (or more) in the near future as they are today. It involves observing key trends that exist today to make the best product for the near future.

US Electric bike growth forecasts, high gas prices, increasing urban density, connected devices, and renewable energy development are key trends that suggest the need for a product like the Bolt M-1.

Product design for tomorrow also looks at the problems that people face today and which are not solved by the existing options. For instance, people need to get to work, but don't want to deal with parking or traffic. They could ride a bicycle, but hilly cities like San Francisco make that difficult. Buses are slow and unreliable, and motorcycles are expensive and require special licenses. The M-1 provides affordable, green, on-demand personal transportation with performance and rugged construction to handle the demands of city riding with a low barrier to entry.

Website: www.boltmotorbikes.com/
Facebook: www.facebook.com/boltmotorbikes
Twitter: @boltmotorbikes
Instagram: @boltmotorbikes

Zepp is a company of athletes. (Once an athlete, always an athlete, right?) But more specifically, we're athletes who are driven by science and innovation. We began our journey with a simple quest: to bring meaningful data to sports. That soon expanded into a broader mission of helping athletes improve their performance, boost their confidence and reach their maximum potential. Because data alone is not enough. That's why, at Zepp, we are committed to developing the advanced 3D visuals, actionable insights and interactive training tools needed to truly transform your game. Welcome to the future of wearable sports technology.

Product — Zepp Baseball, Zepp Softball, Zepp Golf, and Zepp Tennis

The World's first app powered 3D motion-capture training platform. Zepp is a powerful training platform that includes a multi-sport sensor and free app.

You can get started by downloading the free app to get access to video tools and pros swing features.

To get the most out of Zepp, use the video analysis feature along with the Zepp multi-sport sensor. Measure the most important aspects of your swing, then analyze and improve each one. Zepp offers an incredible set of 3D and video analysis features that give you instant feedback. You can even compare your swing to the pros. The Zepp multi-sport sensor and training platform is built for baseball/softball, golf and tennis.

Definition of "Product Design for Tomorrow"

With so much going on in the mobile space right now, we simply couldn't ignore the gaping hole in the market for real Sports Technology. We wanted to empower athletes and coaches with meaningful performance information that could help them discover ways to immediately improve their game. And that's exactly what we're doing! Our focus is to do more than simply serve up performance data for the sports you love. Data alone is not enough. We focus on making the data meaningful and actionable to those looking to improve unique aspects of their game. Any game.

There are thousands of training aides on the market for just about every sport known to man, but none are like the solutions coming from Zepp Labs. This is because there has never been a time when the ability to accurately track performance has intersected so perfectly with the ability to communicate specific ways to improve your game. We have only just scratched the surface with the Zepp multi-sport sensor. Simply put, the future of wearable sports technology is going to be amazing!

Website: http://www.zepp.com/
Facebook: https://www.facebook.com/ZeppLabs
Twitter: @ZeppLabs
Instagram: @ZeppLabs
#Zepp #ZeppLabs #ZeppYourSwing

Highway1 is a hardware startup accelerator based in San Francisco. Anyone can build a prototype, but manufacturing at scale is a bigger problem. Highway1 has the knowledge, experience and partners to get hardware startups on their way.

Product   WearHaus

Wearhaus is building the world's first social music sharing headphones. They can broadcast music to other headphones around you so you can listen to music with others in real time. Wearhaus enables users to share the music they're listening to, discover music through the people around them, and connect with people based on the music they love.
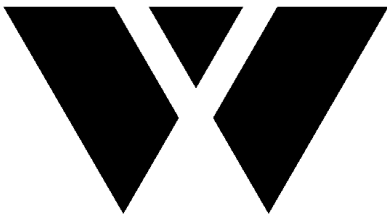
Definition of "Product Design for Tomorrow"

By Highway1:

"We are looking for small teams that want to build hardware companies for the long term while creating delightful and innovative products."

Website: http://highway1.io/
Facebook: https://www.facebook.com/Highway1
Twitter: @Highway1io
Instagram: Highway1io

tappur

At Tappur, we make life easier by making your devices simpler to use. Our Tappur app eliminates the repetitive tasks between your phone and IOT device. Our app takes any wearable and lets you control connected devices with taps.

We make it so easy, it actually feels good to be lazy. With competitors, you use their app every time you want to control a different device. We automagically switch the device you control. For example, in your bedroom, your tap turns on the lights. In your garage, your tap can close the door.

With the 50 billion connected devices Intel forecasts by 2020, we're solving what will be a huge problem.

Our first product, DrumPants, solved a problem for musicians: music controller hardware is expensive, takes a long time to learn, is hard to carry around, and is limited in its playability.

Product — DrumPants

DRUMPANTS

The art of drumming is dying out. Go to any indie music show today and you'll see many more drum machines than human drummers. This is partially due to traditional acoustic drum sets being expensive, hard to store/transport, and too loud to practice without a dedicated practice space outside urban environments.

DrumPants are a drumset that is always with you, as easy to transport as the clothes on your back. In addition to having 150+ percussion/synth/piano/etc. sounds built in, DrumPants can control over 300 music apps and MIDI software instruments. They can connect to your phone or tablet via Bluetooth LE, or plug them into a computer via USB. The fabric DrumPads attach to any clothing, and the included foot pedals go into your shoe to give you kick drum, hi hat, even loop pedals.

Definition of "Product Design for Tomorrow"

Wearable technology is quickly growing to replace previous products that were separate from the body. By moving the interface to your body, you augment your physical reality with a closer connection to the ethereal world of information. Years ago, desktop computers and telephones moved to your pocket (and now to your wrist), just as gesture controllers like the Kinect or Leap Motion, medical devices, light switches, and house keys will move to your clothes and jewelry.

By tapping into people's natural gestures (e.g the drummer tapping out rhythms on her pants or car steering wheel), we can make the smoothest transition from using external controllers to using ones integrated with our bodies. Our first product, DrumPants, solves the issue of controlling the ever-growing plethora of software musical instruments, with a form factor that is as portable as your phone or tablet. Tappur will continue to augment software, IoT, and home automation, with a physical wearable component to improve the experience of interacting with our devices.

Website: http://www.drumpants.com/
Facebook: https://www.facebook.com/drumpants
Twitter: @drumpants

Livid makes MIDI controllers for music production and performance.

LIVID

Product | Guitar Wing, Base II, DS1

The Guitar Wing™ from Livid Instruments is an expressive control surface that gives guitar and bass players wireless control over the functions of their favorite software effects and functions, right at their fingertips. It's innovative clamp-on attachment and low-profile controls gives guitarist an easy way to record, and a new way to discover new sounds.

Definition of "Product Design for Tomorrow"

Livid Instruments designs controllers for "digital media." Rather than specifying the action of a sensor for a particular task, Livid realizes the creative potential in the art of control. Livid's products recognize the inherit flexibility of computers, allowing artists to create with multiple media types, rather than lock in a workflow for a single medium, such as audio or video.

Website: http://lividinstruments.com/
Facebook: https://www.facebook.com/lividinstrumentsinc
Twitter: @lividindustry

Mahindra GenZe is the newest North American member of the Mahindra & Mahindra family, a US $17 billion multinational corporation employing more than 180,000 people around the world.

Objective:
- Redefining solutions to urban mobility & congestion
- Creating a new category of connected electric two - wheelers

Product — GenZe by Mahindra 2.0 and ebikes

Electric two wheelers that redefine urban mobility as primary vehicles for urban commuters and college students, a first and last mile solution and around town convenience for all.

Definition of "Product Design for Tomorrow"

Mahindra GenZe is dedicated to helping solve the problem of urban mobility. Our approach to transforming urban lifestyles is to wrap our technology with purposeful aesthetic in order to produce highly efficient and fun vehicles.

We work by challenging conventional wisdom and creating without limits. We have cast aside traditional assumptions about transportation to develop outofthebox solutions that make your life easier. Our starting point was not scooters, cars or public transport—rather, we focused on getting you from A to B in the most efficient manner possible, with no hassles.

Website: http://www.genze.com/
Facebook: https://www.facebook.com/ridegenze?fref=ts&ref=br_tf
Twitter: @GenZeNew
Instagram: @Ridegenze

A9.com, a technology subsidiary of Amazon.com manages critical capabilities – high availability, cross platform, scalable product search and advertising platform that serves advertisers and publishers alike – for our parent company Amazon and other clients.

Product 'Scan It' in Amazon's mobile shopping app

Definition of "Product Design for Tomorrow"

'Scan It' on Amazon's mobile shopping app enables customers to seamlessly scan products of interest on their mobile devices. It is often easier to search with a picture than to describe it with text. Our computer vision technology recognizes objects in camera-phone views and provides an easy to use, fast and convenient alternative to search for products.

Website: www.A9.com

Poynt Co.

Poynt has reimagined the payment terminal as a smart, multipurpose device. Doing for merchants what the smartphone has done for consumers, with the Smart Payment Terminal and PoyntOS, Poynt helps any business access incredible technology at an affordable price. Founded in 2013 by Google and PayPal veteran Osama Bedier, Poynt is headquartered in Palo Alto, California and is backed by Matrix Partners, Webb Investment Network, Nyca Partners, Google Ventures and other individual investors. Find out more at www.getpoynt.com.

Product — The Poynt Smart Terminal

We consumers carry around supercomputers in our pockets and purses that do magical things we could not imagine even a few short years ago. However, in-store technology still centers around a glorified calculator. While dongles on consumer devices have tried to fill this gap, these solutions lack the security and reliability to achieve mass adoption. The traditional payment terminal provides both security and reliability, but was designed before the consumer internet even existed and hasn't really changed since. Innovation and mass adoption have been at odds. That's why we created Poynt - the world's first "smart" payment terminal, doing for merchants what the smartphone has done for consumers.

Definition of "Product Design for Tomorrow"

We wanted to make sure this device would keep up with the rapidly changing payments landscape. From Google Wallet and Apple Pay to QR codes and Bitcoin, merchants are increasingly confused as to what's relevant in today's market. That's why we support all five payment technologies needed for the next decade - magnetic stripe, chip cards, NFC, QR code and beacon - all directly within the device, no add-ons or dongles needed.

The full potential of the Poynt Smart Terminal comes from being a rich developer platform. We forked Android to create PoyntOS, an operating system purpose built for commerce but familiar to developers. We added security, payments and commerce services so developers can focus on what they do best - innovate. We didn't build POS, loyalty, accounting or any other applications because we want to partner with those who already do these things well. We're passionate about enabling choice and flexibility for merchants instead of locking them into homegrown solutions.

Website: https://getpoynt.com/
Facebook: https://www.facebook.com/getpoynt
Twitter: @getpoynt
LinkedIn: https://www.linkedin.com/company/poynt

In today's connected world, every organization is deeply impacted by events across the globe on a daily basis. Skybox Imaging was founded on the premise that an ability to better understand these phenomena could fundamentally change the way humanity makes decisions -- increasing the profitability of businesses and improving the welfare of societies worldwide. In pursuit of that vision, we've built and launched the world's smallest high-resolution imaging satellites, which collect beautiful and useful images and video every day.

We build satellites, we write code, and we deploy data centers. But at heart, Skybox is about unlocking the human story by approaching daily global activity as the world's largest data science problem.

Product | Weekly Look (advance prototype)

For the first time ever, observe weekly time lapse imagery at 100 global economic hotspots, from ports to major cities to SeaWorld properties. Get a close look at the construction, movement, and storage of assets worth $Bns, and flip week to week to see the trends develop over time. What interesting phenomena can you uncover? Weekly Look is an early prototype of our beta product scheduled for launch later this year.

Powered by the Skybox SkySat constellation.
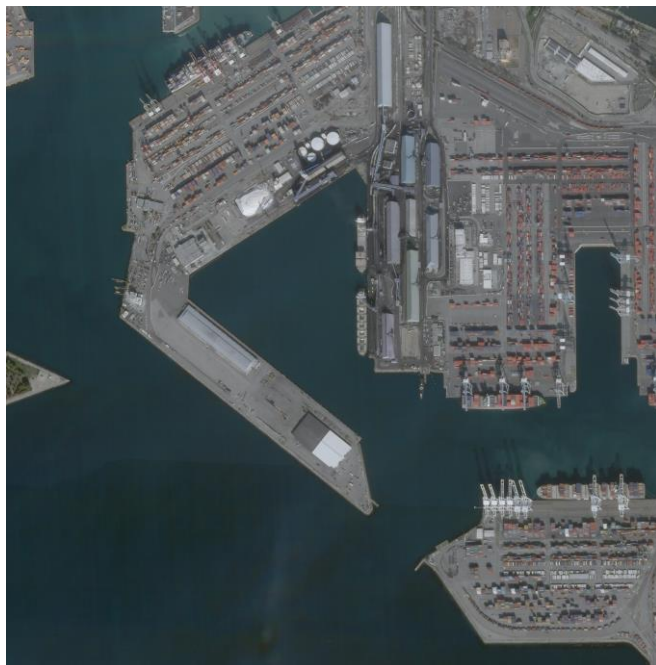
Definition of "Product Design for Tomorrow"

High-resolution satellite imagery and derived data has long been a privilege of governments and major multinationals. Skybox Imaging is proud to deliver access to this powerful data source at a cadence, scale, and price that is unprecedented in the aerospace industry. We believe in open platforms and democratizing space: weekly high-resolution images in the hands of every enterprising data scientist, researcher, web developer, or student.

Website: http://www.skyboximaging.com/
Facebook: https://www.facebook.com/skyboximaging
Twitter: @skyboximaging

Highway1 is a hardware startup accelerator based in San Francisco. Anyone can build a prototype, but manufacturing at scale is a bigger problem. Highway1 has the knowledge, experience and partners to get hardware startups on their way.

Product — **Sugarcube**

Sugarcube is a pocket-sized media player that can share content from any portable device to your TV. With its sleek and simple design, Sugarcube is lightweight and easy to use. Set-up takes just under 60 seconds and, requiring only a WiFi connection, can project content from your phone, tablet or laptop to your TV in just two taps.

Definition of "Product Design for Tomorrow"

By Highway1:

"We are looking for small teams that want to build hardware companies for the long term while creating delightful and innovative products."

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Product Drop

Drop is re-imagining the kitchen with a new connected cooking platform that intuitively leads home cooks step-by-step through finding, making and sharing delicious creations. Drop's first product is an iPad-connected kitchen scale for bakers who want consistently great results from handpicked, interactive recipes. Drop has the smarts to rescale quantities, offer substitutions and share tips, so anyone can be a baking hero. Drop was founded in 2012 by a group of designers in Dublin, passionate about bringing people back into the kitchen. Drop is currently shipping and available at the Apple Store.

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Please find information at http://www.frogdesign.com/

actus Technology provides a new dimension of user interface with a fundamentally unique solution: application-controlled, completely transparent physical buttons that rise up from the touch-screen surface on demand. Tactus is revolutionizing the future of touch technology, rethinking what is possible on a handheld device, and redefining every interaction with the world around us.

Product — PHORM

PHORM is the world's first morphing touchscreen tablet case. A keyboard emerges when you need to type and disappears when you don't. This upgrades your typing experience without compromising portability. PHORM's finger guides help you strike the correct letters every time, allowing you to type fluently without looking.

Definition of "Product Design for Tomorrow"

Tactus Technology defines product design for tomorrow as enhancing simple and familiar interfaces into adaptive ones to make mobile devices truly productive. Tactus exemplifies this with shape shifting technology using microfluidics. With 17,000 microreceptors in our hands, Tactus' technology allows us to be the tactile beings we were made to be. Real buttons allow users to rest their fingers on the buttons without registering input. By enabling finger resting, Tactus' solution allows users to navigate a touchscreen without needing to look at the screen. Tactus' patented Tactile Layer™ technology allows designers to design new button layouts and customize button shapes to optimize user experience.

Website: http://tactustechnology.com/
Facebook: https://www.facebook.com/phormbytactus
Twitter: @getphorm, @tactustech

AgIC is a start-up with its mission to make electric circuits more accessible to people and fusion circuits with creative process easily. The company developed products with silver conductive ink: Circuit Printer based on an off-the-shelf printer and the world's first Erasable Circuit Marker. Those products have received 10 awards, including TechCrunch Tokyo Startup Battlefield, the Microsoft Innovation Award, and three Editor's Choice at Maker Faire Bay Area and New York 2014.

Bring the fun of circuit design to everyone!

Product — AgIC Circuit Marker Starter Kit, and AgIC Circuit Printer

(AgIC has multiple products based on the conductive ink.)

AgIC Circuit Marker Starter Kit lets you draw electric circuits quickly and easily. The marker contains AgIC silver nano-particle ink, which dries and becomes conductive in a second on glossy photo paper and special PET film. AgIC Circuit Printer is constructed using a regular inkjet printer and cartridges with AgIC ink. With the printer, you can design circuits with any drawing software and print the design in the same way you print photos. Those products come with Circuit Eraser, which allows you edit your drawing and printing.

Do you like arts and crafts? Get even more creative by introducing circuits into your works. Worried about your experience with electrical circuits? No need to worry - the flexibility of Circuit Eraser will allow you to learn circuits and add gimmicks to your cards and other projects with ease.

Definition of "Product Design for Tomorrow"

We think that product design will become more popular. As we have been involved in Maker movement, we see that more Makers build product with product design in their mind. New digital fabrication devices, such as 3D printers, and makerspaces enable people to prototype at lower cost and shorter time. This is a huge power to drive product design. Our products are also bringing this change in electric circuits, by enabling people to make circuits on paper, and rapid prototyping with circuits.

Website: http://agic.cc/
Facebook: https://www.facebook.com/agicprint
Twitter: @agic_inc
Instagram: @agic_inc

The smart toolbox, reinvented for the modern era.

Product — Coolbox

The Coolbox features all of the classic storage and compartments you would want but with a modern twist to keep up with the times. Along with all the normal features of a toolbox, the Coolbox features an internal rechargeable battery, a 12 foot retractable extension cord with pass-through power to a 3-way splitter, LED lighting, a whiteboard, Bluetooth speakers, a clock, and USB ports. Built for the modern handyman or Do-It-Yourselfer.

Definition of "Product Design for Tomorrow"

Technology and products have been advancing together at an exponential rate over the past several decades. However one product that remained stagnant was the toolbox, a staple in the majority of households all of the United States and abroad. Coolbox's vision is to bring the toolbox into the modern era by creating a smart toolbox that will provide handymen/women, construction workers, do-it-yourselfers, and hobbyists a product that will be relevant for tomorrow and years to come.

Website: http://www.coolbox.io/
Facebook: https://www.facebook.com/theofficialcoolbox
Twitter: @officialcoolbox
Instagram: @officialcoolbox

Highway1 is a hardware startup accelerator based in San Francisco. Anyone can build a prototype, but manufacturing at scale is a bigger problem. Highway1 has the knowledge, experience and partners to get hardware startups on their way.

Product   FishBit

Current Labs helps people better manage aquatic ecosystems. FishBit, our first product, is a mobile and web application that captures your aquarium's parameters, delivers actionable insights, and automates your aquarium equipment like lighting, pumps and temperature controllers. Right out of the box, FishBit goes above and beyond any aquarium monitor available today for fish, reef and live-rock tanks.

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Product   Cinder

°cinder

A beautifully designed 1800W countertop electric with precise temperature control. Use the Palate iPad app to tell the Palate Precision Grill what food is being cooked, how you like it cooked, hit the start button, and walk away. It is that simple. The Palate Precision Grill delivers the food cooked exactly as specified and our patent pending algorithm knows when the food is done. The food will not be over-cooked, even if the chef comes back late.

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Company # Renovo Motors

High performance electric vehicle company

Product   **The Renovo Coupe**

Renovo Motors is the builder of America's first all-electric supercar, the Renovo Coupe. With over 500hp, 1000 lb-ft of torque and 0-60mph under 3.4 seconds, the Coupe offers a unique performance experience unlike any other existing sports exotic. Equally at home on the track and the road, the Coupe has approximately a 100 mile range and can DC fast charge in 30 minutes.

We welcome you to experience the future of automotive performance. Drive the revolution.

Definition of "Product Design for Tomorrow"

The future of automotive performance is electric and Renovo Motors is the leader in electric vehicle performance. Capable of delivering near-instantaneous torque and radically new drive layouts, Renovo Motors is enabling the next major inflection point in performance driving and handling. Further, an all-electric drivetrain means software updates and easier future upgrades to enable new features and even higher performance—effectively "future-proofing" the vehicle.

Website: http://renovomotors.com/
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Instagram: @renovomotors

Cool Product Expo media

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