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Magical Bits

Experiencing the Future End Product

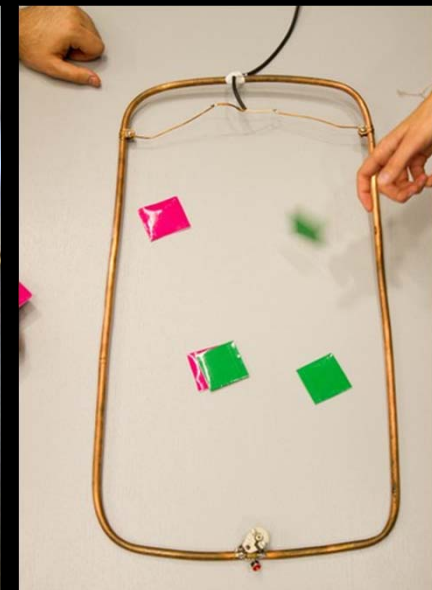
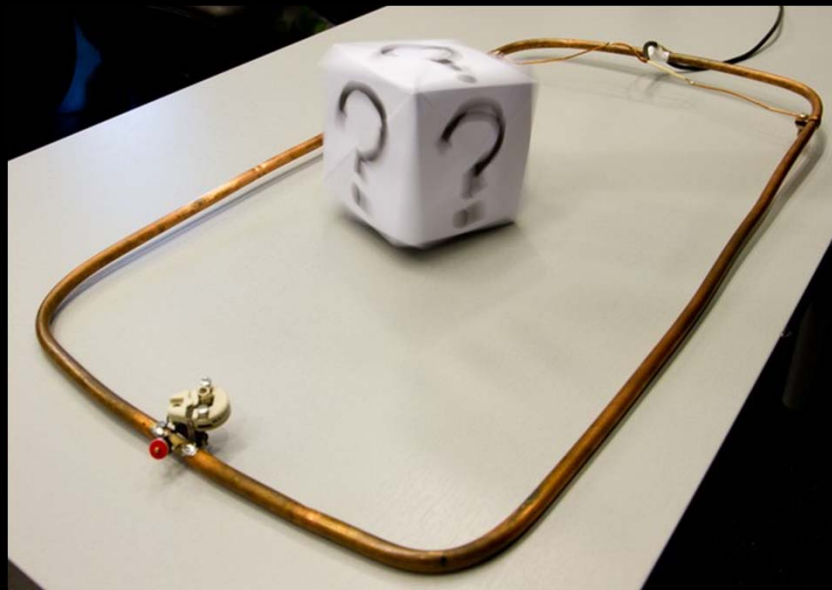


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Inspirational Bits

Physical models that illustrate one or more properties of a digital material.



Different Approaches

- Technology-driven Product Development
- User-centric Product Development

FUNCTION

Words put focus on Function

Models put focus on Use

Magical Bits

Simple physical models that illustrate a main property of a technology or a main function based on a user need.



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Magical Pen



Magical Glasses



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