
CASE STUDY

**EPAM & IAG PARTNER
TO CREATE A SLEEK, DIGITAL
AUDIO EXPERIENCE WITH THE
AERO WIRELESS SPEAKER**



THE CHALLENGE: INNOVATE A COMPACT UNIT WITHOUT COMPROMISING ON SOUND

For a company known for its high-fidelity sound, Mission needed to ensure its wireless speaker would offer the most convenience and aesthetic appeal without sacrificing the brand's trademark sound quality. This meant a lot of hardware needed to fit into a small speaker body. Mission insisted that the design of the speaker be striking both inside and out – a radiant exterior to match a powerful high-performance interior. For this, Mission called upon EPAM's industrial design experts to figure out how to fit more sound per square inch.

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International Audio Group (IAG), a British-Chinese company, is one of the fastest growing Audio/Visual manufacturers in the world. Founded in the 1980s, IAG quickly established itself as a pioneer in audio, producing award-winning, high-fidelity sound equipment.

When Mission, one of IAG's heritage brands, sought to transform its offering with the best, most innovative technology in product and software design, it partnered with EPAM to develop the Aero Wireless Speaker. Over the course of this process, EPAM faced two challenges: one of product development and one of brand expansion.

THE SOLUTION: FROM SKETCHES & 3D RENDERS TO A SLEEK FINAL PRODUCT

After reviewing the initial project brief, the EPAM team sketched concepts and explored form and material, as well as internal component configurations, before transitioning into 3D CAD. Models of the exterior surfaces were produced and all internal electronics were imported and integrated into CAD to prove out the design, while the mechanical engineering of each component was in process. After that, the team exported the final CAD to EPAM's rendering software to allow for the production of photorealistic renders.

As a result of the engagement, the final version of the Mission Aero Wireless Speaker features:

- Stunning 3D surround sound
- A sleek aluminum shell
- Minimalistic design leading to a single, shelf-mounted wireless unit
- Six power amplifiers with a full-range BMR speaker enclosed in each
- Sub-bass output provided by a pressure-balanced 120mm subwoofer with its own dedicated amplifier
- APTX Coding for Optimum Wireless Signal Quality

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THE CHALLENGE: EXPAND MISSION'S BRAND INTO THE LIFESTYLE CONSUMER MARKET

Originally contacted only to design the brand's flagship wireless speaker, EPAM was later asked to take part in the production of additional strategy and engineering components. With over 40 years of experience, Mission had a well-cemented reputation as a quality loudspeaker brand. It wanted to use the launch of the Aero wireless speaker to appeal to a wider audience without losing its reputation for high-fidelity sound. To do this, Mission needed EPAM to create additional physical and digital assets.

THE SOLUTION: EPAM DELIVERS INDUSTRIAL, SERVICE & EXPERIENCE DESIGN

EPAM engaged in several projects geared toward the promotion of the Aero product. To contribute to the speaker's success and the expansion of the brand, it accomplished the following:

- Created a **CGI animated video** to showcase Aero's internal construction and driver configuration
- Crafted a **point-of-sale** display to portray the quality of the speaker's design and functionality and to highlight its sturdy construction and audio solutions
- Coded a **microsite** for Mission to create a distinct, immersive experience with large imagery showcasing key products
- Tailored **site** to appeal to audio enthusiasts and lifestyle consumers with beautiful imagery, tech specs, and feature specifications
- Provided **photography and art direction** to highlight robust solutions within Aero and to appeal to an aspirational lifestyle market
- Designed and developed **white-labeled streaming application** for iOS and Android platforms to allow users to easily control their music
- Released application across 4 of IAG's brands: Mission, Luxman, Quad, and AudioLab
- Engineered Mission's first pair of **high-end, on-ear headphones** to accompany speaker and appeal to the consumer market with stylish design and quality construction

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OPPORTUNITIES WITH EPAM,**
HOW OUR DESIGN EXPERTISE
CAN WORK FOR YOUR COMPANY,
OR OUR OTHER SERVICES,
PLEASE CONTACT US.

**QUESTIONS?
CONTACT US AT
SALES@EPAM.COM**

 For more information,
PLEASE VISIT EPAM.COM

41 University Drive, Suite 202,
Newtown, PA 18940 USA
P: +1 267 759 9000 | F: +1 267 759 8989

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Following the success of the Aero engagement with Mission, EPAM's industrial design skills were recognized with a prestigious Red Dot Award for Product Design. This award indicates that we have a deep understanding of the important role that design plays in business and society, and know how to leverage this knowledge to make the best products for our clients.

“ADDITIONAL TO DESIGN, EPAM’S CORE UNDERSTANDING AND DELIVERY CAPABILITY IN SOFTWARE ENGINEERING HAS RESULTED IN A FULLY HARMONIZED APPROACH ACROSS ALL THE PRODUCT DEVELOPMENT DISCIPLINES, WHICH FEW COMPANIES HAVE MASTERED.”

- TIM CHANG, DIRECTOR, IAG

