

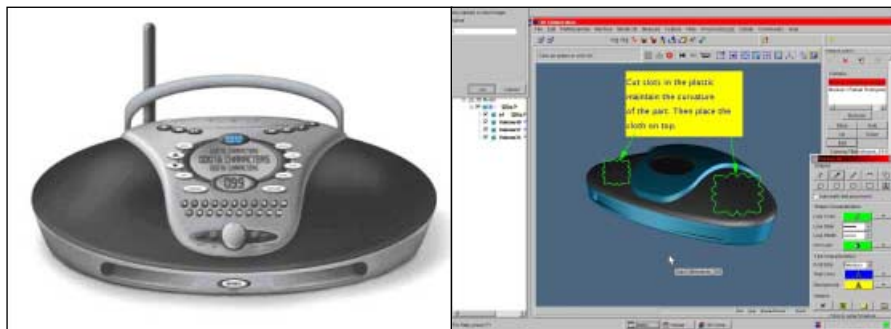


Jensen First to Market with Satellite Boombox Using OneSpace Collaboration

The Situation

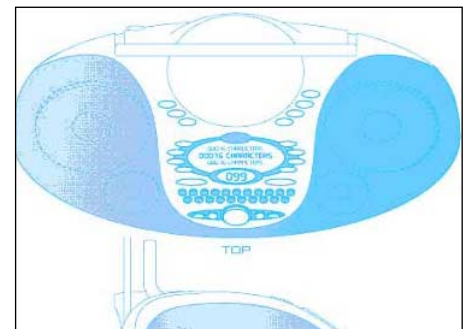
”Since we discovered the OneSpace technology, we have completely changed the way we view our product development cycles. We can now move with record speed when new opportunities arise. OneSpace gives us an incredible edge in the marketplace.“

Dale DiBernardo, Senior Project Manager, Recoton



Jensen Profile

Jensen, a subsidiary of Recoton Corporation, is a global leader in the development and marketing of consumer electronic accessories, audio products and video gaming products. They feature over 4,000 products.



The Challenges

Jensen Mobile Electronics had doubts that they could debut their innovative satellite radio boom box at the 2001 Consumer Electronics Show in Las Vegas. To do that effectively, they had to

- Develop a prototype in time for Las Vegas show - even if it wasn't functional.
- Coordinate input from team members around the globe.
- Stay within budget and avoid travel time.

The Solution

- CoCreate's OneSpace Collaboration software
- APTEC's iSystem

The Results

- Prototype development was completed in time - and it was functional!
- Prototype won Popular Mechanics Editor's Choice Award

Jensen's success comes from anticipating hot technologies and being first to market with cutting edge products.

APTEC Profile

APTEC is a product development firm. Their innovative "iSystem" product development business process is designed to help its clients achieve the fastest time to market, highest innovation and best performing products possible. The iSystem emphasizes early involvement of all parties involved in the product development process in order to minimize re-work and maximize profitability.



Jensen is a major player in the development and marketing of Sirius Satellite Radio, which brings 100 channels of digital quality radio to listeners throughout the continental United States. To complement its car-based satellite radio systems, Jensen wanted to add a portable satellite radio boom box that could be used anywhere. Its target for unveiling the system: the Consumer Electronics Show held each January in Las Vegas.

But with the show less than two months away, prospects for meeting the deadline seemed dim. The boom box would be a first-of-its kind product, yet the design at that point was only conceptual, and the company needed tooling and manufacturing providers halfway around the world to take the concept to prototype. To make the show, Jensen figured they could create a non-functional prototype at best.

Furthermore, Jensen worried that they couldn't spare the time to travel for face-to-face meetings.

Recoton challenged **APTEC**, the Daytona, Florida-based integrated product development firm to tackle the satellite boom box assignment. APTEC had helped Recoton complete ambitious projects on budget and ahead of schedule before using

- **CoCreate's OneSpace Collaboration**
- APTEC's **iSystem**, a product development process available only from APTEC.

The starting point was a hand-drawn sketch. Using OneSpace Collaboration, APTEC brought together experts from six companies who worked online in real-time to design, refine, and prototype the boom box. Participants included APTEC, Recoton, Sirius, an electronics manufacturing supplier in Korea, a tooling provider in China, and a rapid prototype based in Texas.

They began a series of collaboration sessions on November 7, 2001. Six weeks later, a functional prototype was ready to show in Las Vegas. And despite the rush to complete the project, the new boom box won an Editor's Choice award from Popular Mechanics magazine.

"In the world of consumer electronics, product developers have no choice. They have to move at record speed. Moving quickly is the only way companies can stay abreast of enabling technology - and the only way to inspire the public's imagination," noted Dale DiBernardo, Senior Product Manager at Recoton.

"CoCreate's OneSpace Collaboration makes this possible. OneSpace not only lets designers compress their time schedules, but also enhances our ability to innovate. The value of this technology in today's product design environment cannot be overstated."

The proof of collaboration's value in the boom box design, APTEC's CIO Tom Morris says, is the fact that creativity and innovation didn't suffer because of the project's compressed timing. Instead, the product won high praise from independent critics. "People have said the look is dramatic and innovative."

DiBernardo: "Since we discovered OneSpace technology, we have completely changed the way we view our product development cycles. With OneSpace, we have an incredible edge in the marketplace."

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