

设计 · 新材料

SAMPLE



苏俊玮 Su Chunwei - Sean

ZTE中兴

2012.08~Present ID 设计总监

- 设计战略规划与执行
- 设计评量与质量管理
- 创新设计预研
- 设计人才培养
- 客户沟通

NOKIA

2008.01~2012.07 资深设计经理

诺基亚北京设计中心负责人

- 2007~2013 所有 MP 全球项目设计 (60+)
- 参与并主导诺基亚预研设计策略

PHILIPS



Sync2design

BenQ

acer



2008

2009

In mobile phone industry the priority is always time to market and cost. The challenges I had at the beginning is always about deliver the qualitative work on time by counting every Euro cent, with very limited resource given.

It is also about build strong relationship with OEM suppliers. They become very important extended resource for us when under schedule and cost pressure. We managed to build trusted relationship with many vendors these years.



2010

Full function support is very important- CMD, Graphics, 3D modeler, user experience, ergonomic, design project management and design portfolio. Good design come out from careful consideration of every detail.

Cross functional work is equally important. Good design can not without fully support from business unit, R&D, sales and marketing.



2011

2012

Hardware and software synchronization becomes hot topic especially when we want to make the mature S30 and S40 platform move forward. There is still a huge market for mobile phone since there are still many people have no phone and not everyone needs a smart phone. The challenge for mobile phone in Nokia is to be innovative again.

First S40 full touch devices are finally launched in June 2012



2012

First S40 full touch device are finally launched in June 2012, and there are more full touch devices coming to the market that are currently under development. Fabula design language was well developed and executed in MP product line, Asha 501 which based on Evo is launched in May 2013.



2013, August
(Concept level)

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Nokia 515 and Asha 500/502/503 series are my last work in Nokia. I lead the team to generate the concept in early 2012 and work across teams (CMD/UI/SD...etc) to ensure the material and finishing ideas able to be manufactured under series of study.







product
design award

2013



GOOD DESIGN
AWARD 2013



SAMPLE



SAMPLE



SAMPLE











SAMPLE



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A hand is shown holding a transparent globe. The globe is covered in a dense spray of water droplets that are captured in mid-air, creating a dynamic, misty effect. The background is a soft-focus green, suggesting foliage. A bright light source, likely the sun, is visible at the top left, creating a lens flare and illuminating the scene. The word "SAMPLE" is written in large, bold, red capital letters across the center of the image, partially obscuring the globe and the water spray.

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LOUIS VUITTON

SAMPLE





A close-up photograph of a mechanical assembly, likely a mold or die. The image shows a central vertical rod or plunger passing through a horizontal block. The block has a rectangular slot on its right side. The word "SAMPLE" is overlaid in large, bold, red capital letters across the center of the image. The background is dark and out of focus.

SAMPLE

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MADE FOR ALL

GLOBAL FLAGSHIP STORE
OPENING OCTOBER 14TH

UNIQLO.COM



Glass IML 玻璃模内转印

SAMPLE





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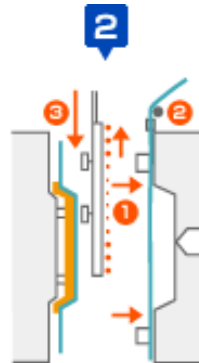


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Film is vertically fed.



1. Film is clamped.
2. Heat cutting takes place and a film feeder returns to the stand position.
3. Robot arm enters and grabs the part.



1. Robot arm grabs product.
2. Film is heated by heater installed on the robot arm, while a completed part is removed from the corner portion of the mold.
3. Supply of film starts.

SAMPLE



1. Robot arm removes part.
2. Ejector pins retract.
3. Mold begins closing.



1. Mold closes.
2. Molten resin is injected into the mold.



Trimming occurs after the part is removed from the mold.

SAMPLE

SAMPLE





SAMPLE



open profile

SAMPLE



undercut profile









	PMMA 0.125mm thick		J300 0.1 mm thick	
Item	Raw Material	IML Molding Part	Raw Material	IML Molding Part
Rod Test	N/A	4N	4N	4N
Pencil hardness	H	B	> 6H	5H
Steel wool (75g)	Class 0	Class 0	Class 0	Class 0
Steel wool (500g)	N/A	Class 3 (Fail)	Class 0	Class 0 (Same as Glass)

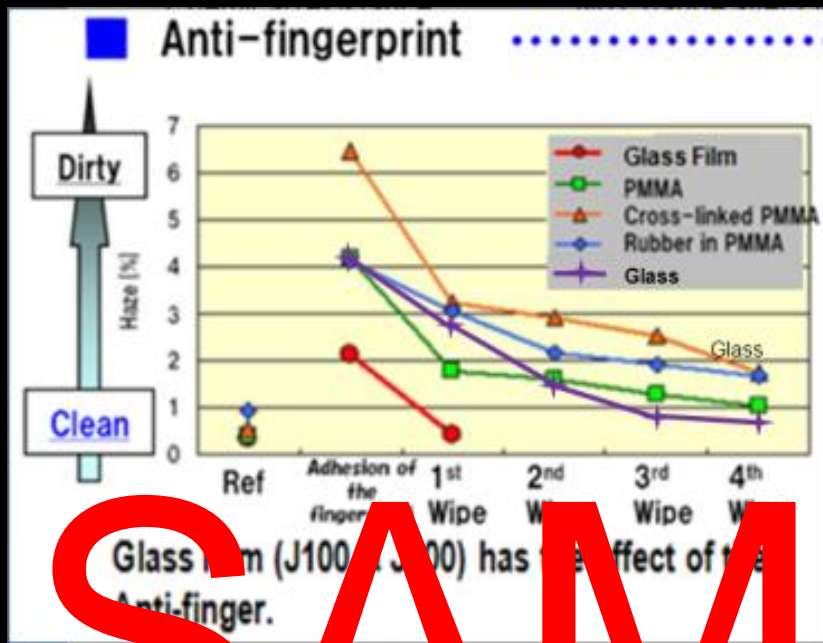
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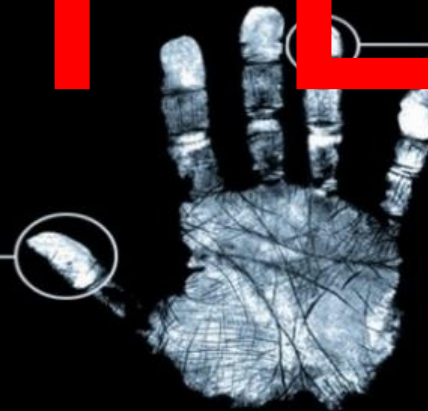
High Chemical Resistance

.....

	Glass Film J-series	PMMA	PC/PMMA
Acetone dipping (23°C, 24h)			
NMP dipping (23°C, 24h)			



SAMPLE



玻璃薄膜IML

优势

- 密度高，刚性强
- 表面细腻，不易磨损
- 打碰撞发出如金属声音

目前产品

- 手机

应用方向

- 手机保护套
- 移动终端机壳
- 易磨损部件（按键）

潜在机会

- 与金属相结合的散热方案
- 与印刷天线LDS结合的无线方案

合作厂商

- 新日铁株式会社



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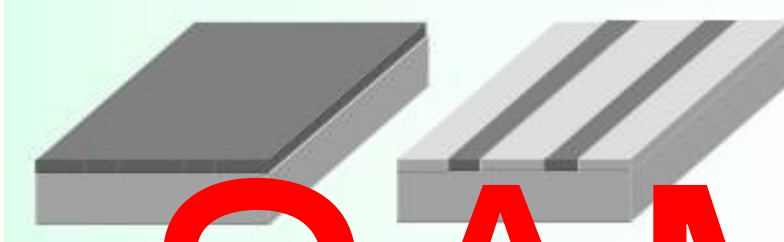




The Advantage of Cladding Metal Manufacturing

We are based on the multi-function metal requirement such as heat emission and saving weight. Toyo could combine the different metal for Al/SUS304 in one pattern.

We had been defined and called its “FC2” new cladding metal for heat emission provider.



Feature:

- Based on the multi-function metal:
Due to Mobile Phone CPU for 8/ dual core trend is coming as soon. Heat is problem.
- ※ The normal K Coefficient comparison:
 - ※ SUS304 : 70.00 W/(m*K) ↓
 - ※ Al1100+SUS304: 210.00 W/(m*K) ↑
- The saving weight density comparison :
 - ※ SUS304 : 7.90 (g/cm³) ↓
 - ※ Al1100+SUS304: 5.32 (g/cm³) ↑

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不止导热，还要散热！

优势

- 密度高，刚性强
- 表面处理细腻，不易磨损
- 打碰撞发出如金属声音

目前产品

- 工具

应用方向

- 手机保护套
- 移动终端机壳
- 易磨损部件（按键）

潜在机会

- 与金属相结合的散热方案
- 与印刷天线LDS结合的无线方案





CNT Touch IML

纳米碳管3D触控

SAMPLE

Advantage of CNT Touch Panel

Item	CNT Character	Additional
Ecosystem Protection	<ul style="list-style-type: none">•No need to do etching process.	
Resource consumption	<ul style="list-style-type: none">•Carbon is not a rare material, no shortage issue;•ITO Film have shortage issue now	
Mechanical properties	<ul style="list-style-type: none">•Do not like Metal Mesh sensor Film have research issue•Can be bend repeatedly, good for 3D curve surface•Can endure high temperature;•Water resist capability;•Good performance under surface test.	
EMI properties	<ul style="list-style-type: none">• Anti LCM and Antenna noise	





open profile

SAMPLE



undercut profile

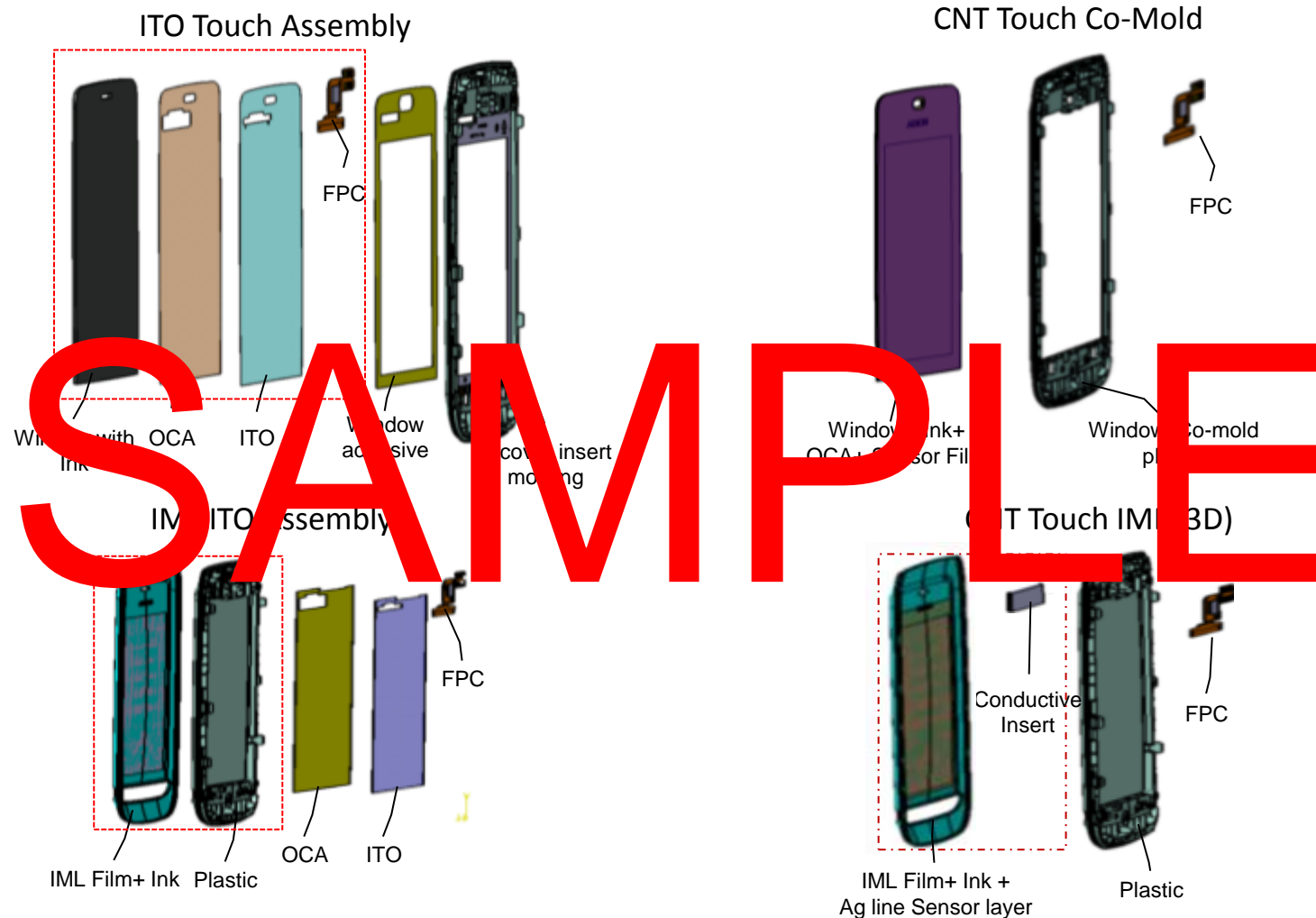


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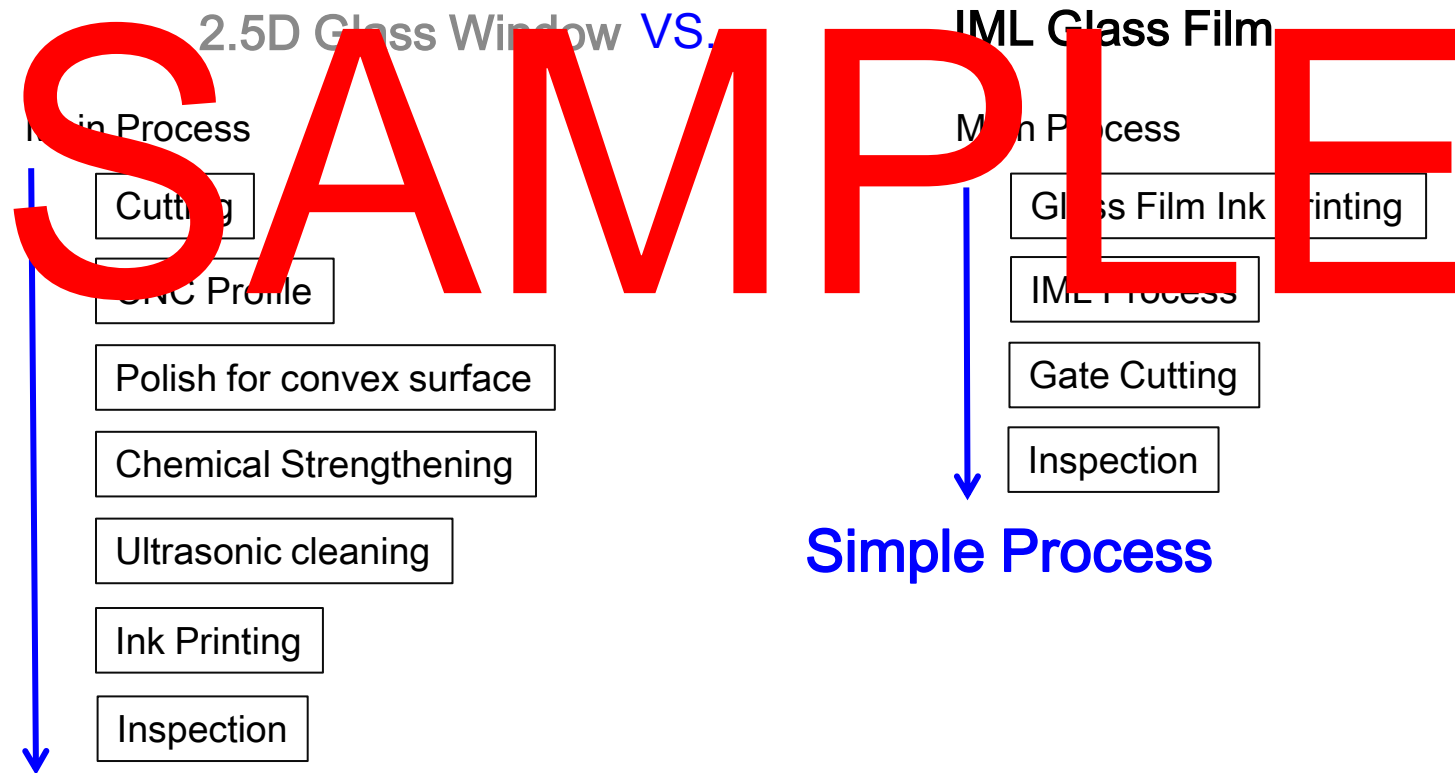
Touch Panel Composite Molding Introduction

➤ Process Contrast



	ITO Touch Assembly	CNT Touch Co-Mold	IML ITO Assembly	CNT Touch IML (3D)
Process	Need Assembly Window	No Need Assembly Window	Need Assembly ITO Film	No Need Assembly ITO Film

Process Contrast



Item		Glass Film IML	2.5D Glass Window
Safety		Do not need anti-splinter Film lamination	Need Anti-splinter Film lamination
Mechanical	Anti-fingerprint	After 1st wipe the haze is reduced to below 1%	After 1st wipe the haze is 2.8%
	Structure at Window back Side	Can have structure at the window inner side. Good for reduce whole phone thickness; More solution for window fixture.	Only sheet for window have structure on the window inner side. Need add structure to assembly window.
Quotation (only engineering forecast)		85%	100%

3D纳米碳管触控屏结合前壳

优势

- 密度高，刚性强
- 表面细腻，不易磨损
- 打碰撞发出如金属声音

目前产品

- 手机

应用方向

- 手机保护套
- 移动终端机壳
- 易磨损部件（按键）

潜在机会

- 与金属相结合的散热方案
- 与印刷天线LDS结合的无线方案



SAMPLE



跨领域的塑料应用

优势

- 密度高，刚性强
- 表面细腻，不易磨损
- 打碰撞发出如金属声音

目前产品

- 筷子

应用方向

- 手机保护套
- 移动终端机壳
- 易磨损部件（按键）

潜在机会

- 与金属相结合的散热方案
- 与印刷天线LDS结合的无线方案

抗菌处理

优势

- 降低亲密接触所引发细菌病毒传染

目标产品

- 保温杯
- 卫浴设备

应用方向

- 手机保护套
- 移动终端机壳

潜在机会

- 与金属，玻璃或塑料搭配

SAMPLE

天然材料

优势

- 安全

目前产品

- 餐具

应用方向

- 手机壳

潜在机会

- 与抗菌处理结合



硅胶和PET按键

优势

- 手感好
- 价格低
- 易于搭配其他材质

目前产品

- 球鞋等运动用品
- 工业设备

应用方向

- 穿戴式个人电子设备
- 移动终端物理按键

潜在机会

- 给予个人电子设备更舒适物理界面

SAMPLE



抗菌处理

优势

- 降低亲密接触所引发细菌病毒传染

目标产品

- 保温杯
- 卫浴设备

应用方向

- 手机保护套
- 移动终端机壳

潜在机会

- 与金属，玻璃或塑料搭配

抗菌处理

优势

- 降低亲密接触所引发细菌病毒传染

目前产品

- 化妆品
- 卫浴设备

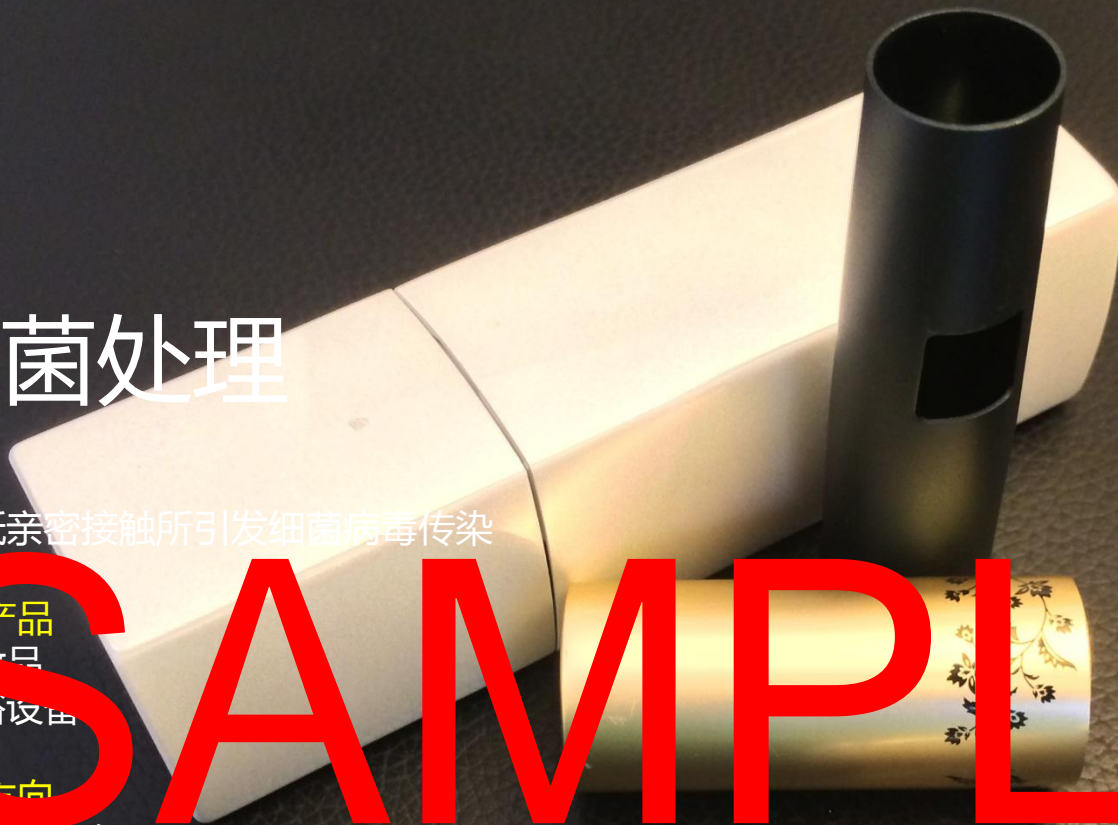
应用方向

- 手机保护套
- 移动终端机壳

潜在机会

- 与金属，玻璃或塑料搭配

SAMPLE



SAMPLE

SAMPLE

