



Ultrabook™ Inspired by Intel



Shop Ultrabook™



PEGA

和 碩 設 計

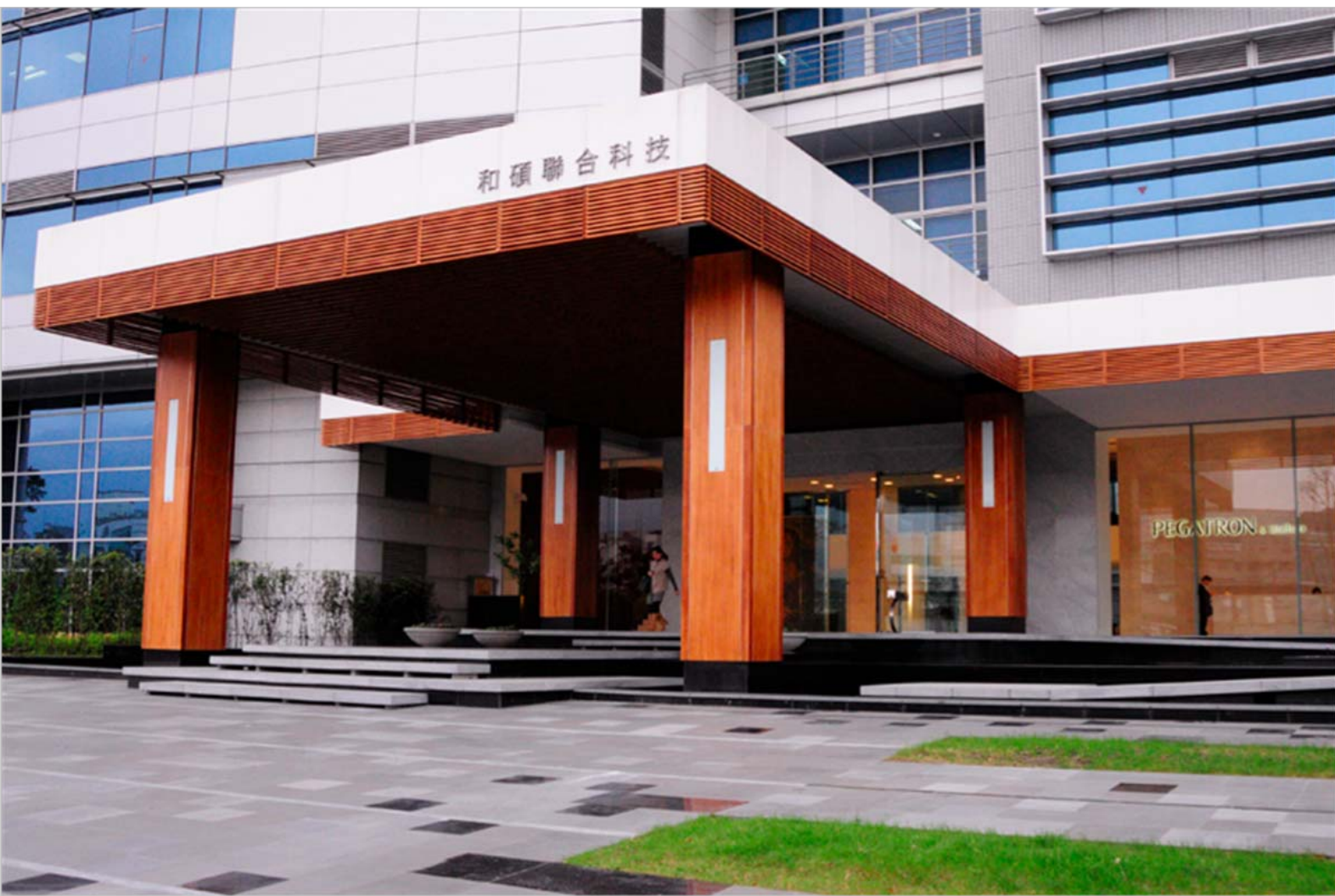
Design &
Engineering

2012.08.16

From Ultrabook Trend to CMF

从Ultrabook的发展趋势谈CMF

PEGA 和碩設計
Design & Engineering



和碩聯合科技

2008.1.1成立
以設計為首的代工公司
全球超過70,000員工

公司介绍影片
因档案较大，先不附上

From Ultrabook Trend to CMF

从Ultrabook的发展趋势谈CMF

三屏一云竞局下 PC 发展受困



Tablet幾可滿足內容創造以外，大部分運算需求，威脅PC成長。

智慧型手機受限於尺寸，僅滿足行動上網需求，但未滲透PC市場。



PC業者雖覬覦進入客廳戰場，但仍不敵STB及遊戲機。



intel 期盼 Ultrabook 重新定义 PC 地位

吸收Tablet特色

- With Touch
- With Sensors
- Quick Responsiveness
- Convertible Form Factor

撷取操作介面

- Voice Control



PC自我強化

- Creation to Express
- Security



與客廳裝置互動

- WiDi
- With Gesture
- Media Sharing App



Ultrabook™

Inspired by:



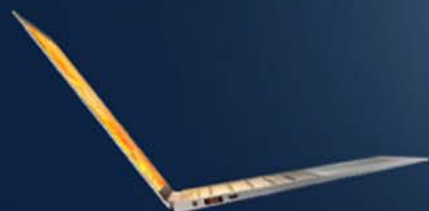
2011 Computex 台北国际电脑展览

超薄—薄于20 mm

超轻—轻于1.4 kg

超长待机—至少5~8

超主流价格—大约\$1,000 USD

[Menu](#)[Communities](#) [Find Content](#)[Sign In](#)

Ultra Responsive

Ultrabook™ wakes up in a flash, so you get quick access to your favorite content by going from zero to go in seconds.¹



Ultra Sleek

At less than an inch thick, the lightweight and highly portable Ultrabook™ is easy to grab and go anywhere.



Long Lasting

Run for hours, standby for days.

Shop Ultrabook™ devices from the world's top manufacturers

[Shop Ultrabook™](#)

Technologies behind
Ultrabook™ >>



Intel Photo Contest >>



Ultrabook™ Project - get
will.i.am's music >>



Shop for your
Ultrabook™ >>

Vision of Ultrabook



Creation to Express



Not Needing to Wait



Unwired



Peace of Mind



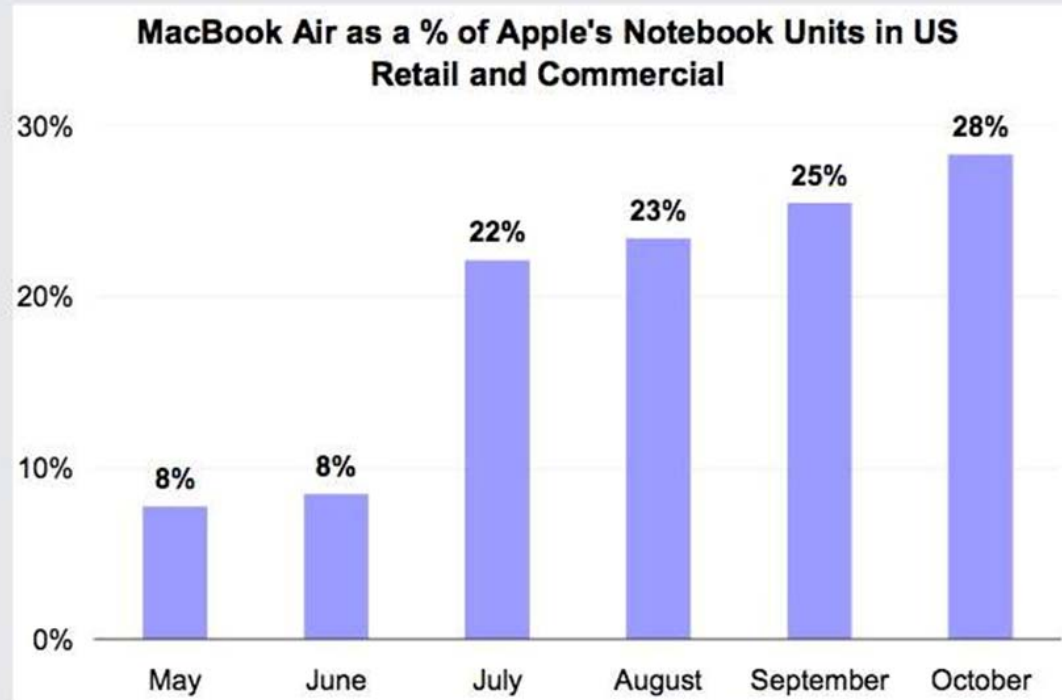
Reflection of Me



At a Price That works

MacBook Air

MacBook Air Accounted for 28% of Apple's Notebook Shipments, up from 8% Prior to the July Refresh



Source: NPD, Morgan Stanley Research



2008 1st gen



Book Air

until November 2011

Opportune Moment

SDD



Cloud computing

Wireless
connecting

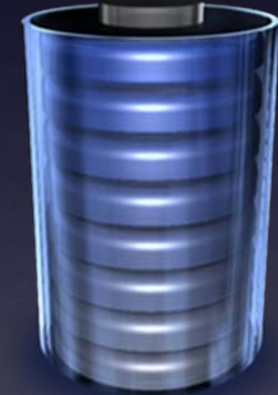
USB transferring



Better Space

Space
Battery

Battery



Ultrabook™

Inspired by:



★超薄—薄于20 mm

★超轻—轻于1.4 kg

超长待机—至少5~8

★超主流价格—大约\$1,000 USD

材质效果与制程的开发方向



材质效果与制程的开发方向

比较项目	塑胶	金属
重量	★	
厚度		★
强度		★
价格	★	
价值感		★
表面处理	★	

金属：Al alloy-6063, Al alloy-5052, Mg alloy-AZ91D

塑胶：PA-GF alloy

从材料出发只对了一半！

材质效果与制程的开发方向



Design Trends

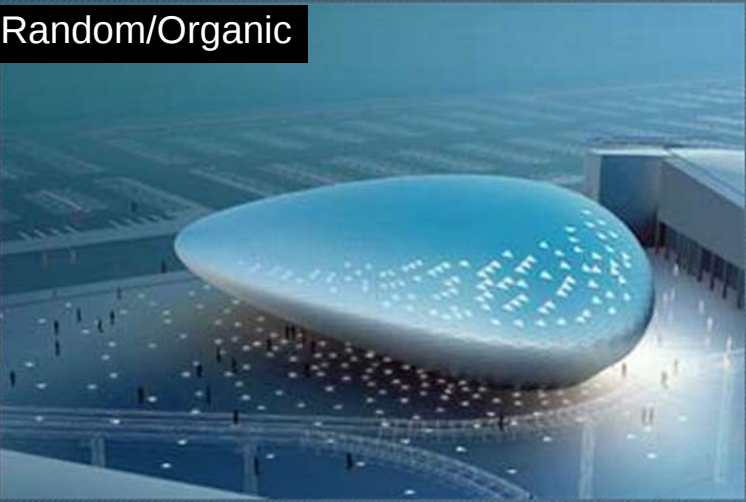
in Industries of Different Scales

- Architecture
- Car Styling
- Interior / Furniture
- Product

Architecture

CAID design and manufacturing enables architects to break the limitation of horizontal and perpendicular lines.

Random/Organic



Complicated



Sharp



Incomplete



Flowing surface



Car Styling

The ever most dynamic forms are from the mastering of composition of lines and flowing surfaces. Edged, angled lines delineate a rather aggressive futurism.

From steady to moving



Linear light



Sharp edged



Multi-angled



Dynamic shape



Interior/Furniture

Pursuing nature and craftsmanship feeling, interior design trend turned its back to minimalism. Raw material, mix & match, grotesque combination, try to find the new balance to modern life.

Surprising



Austerity



Whimsical



Mix & match



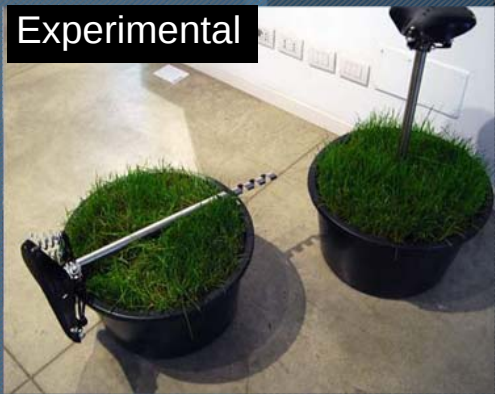
Craftsmanship



Contrast



Experimental



Product

Rebounding from minimalism, seeking for a little bit more flavor, products are more a extending of personal styles. Contrast of elements/material/colors, dramatic tension delights life.

New minimalism



Graphical element



Twist



New composition of elements



From contrast to fun



Fusion



Personalized



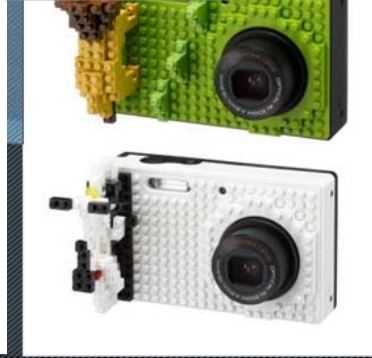
Self expressive



Pronounced form



Customizable



IT Products Design Trends

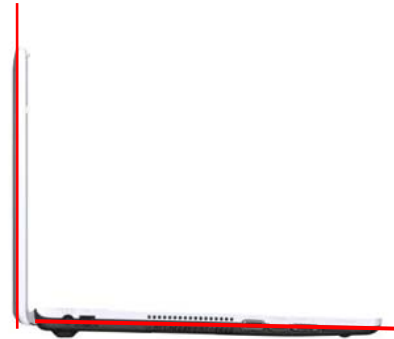
Simple but More

- Reduction
- Identifiable Feature

Simple but more- Reduction

By means of new process and material, leading brand kept on trying to simplified the design language to procure more integrated out appearance.

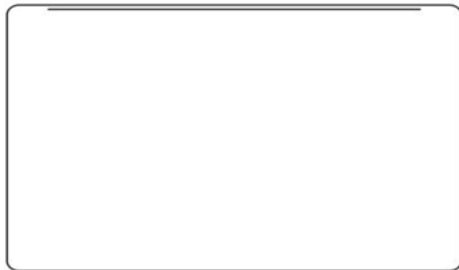
Unibody



Simplified lines



Integrated detail



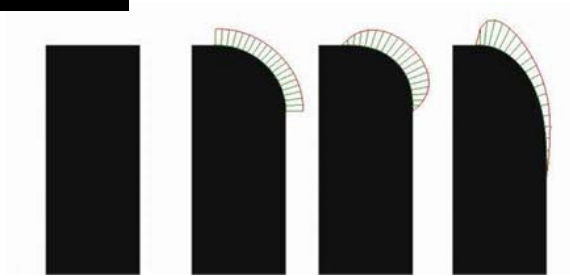
Simple but more- Identifiable feature

By means of new process and material, leading brand kept on trying to simplified the design language to procure more integrated out appearance.

Tapered line



Smoother surface



OLD



NEW

Pronounced detail



Senses Provoking

not only Visual effect but also Good Hand Touch Feelings

- Textured Pattern
- Reflected Pattern
- Digital Shape

Textured pattern

From visual to touch, patterns become touchable on surface of products.

Sony Vaio E series



IMD inside of transparent part

Asus



Special texture on the mold

Textured pattern

From visual to touch, patterns become touchable on surface of products.

Jawbone headset



Jawbone speaker



HP tablet



Toshiba tablet

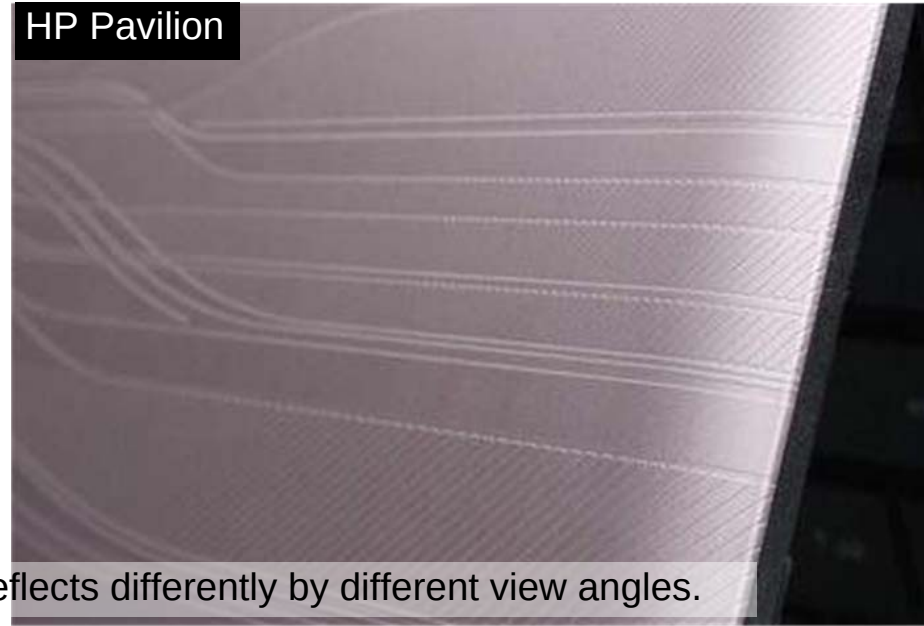


Composite material to create special pattern

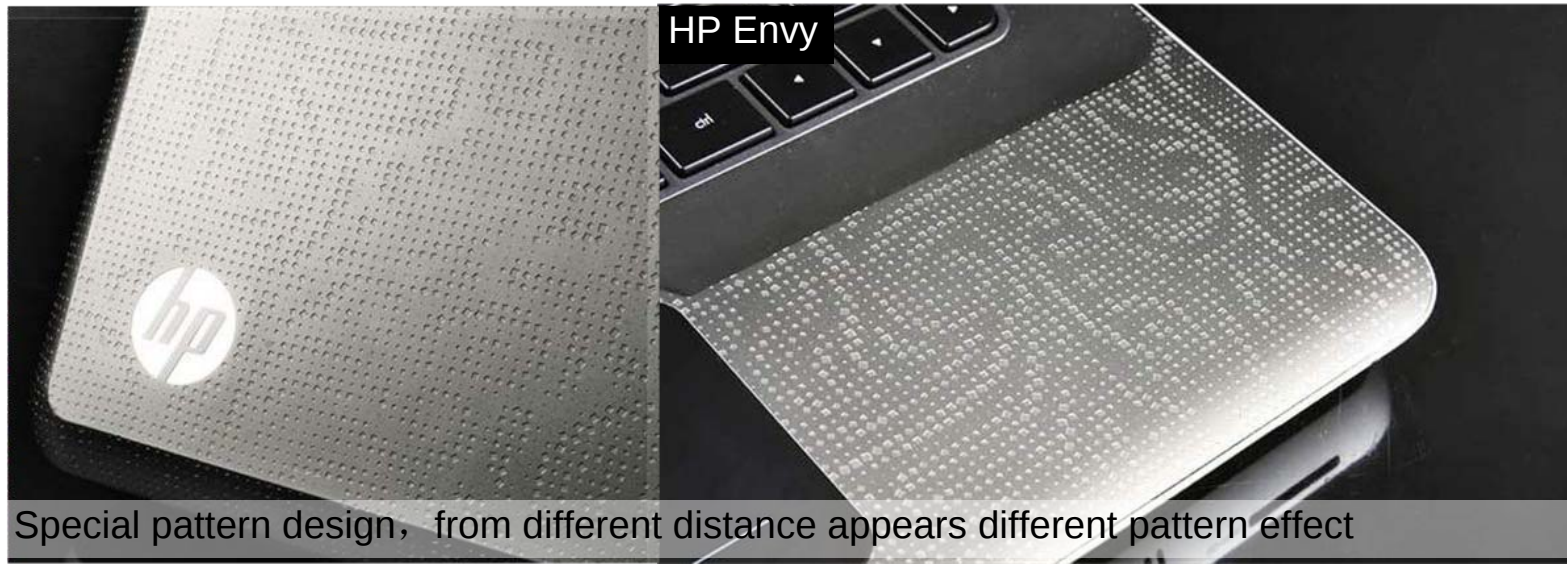
Special texture on the mold

Reflected pattern

Metallic surface with special etched pattern



Microstructure appears the pattern reflects differently by different view angles.



Special pattern design, from different distance appears different pattern effect

Digital shape

Futuristic curved surface from digital

Acer Aspire one D257



Curved surface on inner side of transparent part

Asus Eeebook



A full-page background image featuring an astronaut in a white spacesuit standing on the lunar surface. The astronaut is carrying a large white equipment bag and is positioned on the left side of the frame. The ground is covered in grey lunar soil and small rocks. In the background, the dark sky of space is filled with stars, a prominent streak of light resembling a comet or meteor, and the faint, colorful bands of the Milky Way galaxy.

TechTrend²⁰¹²
Next Step

VDI

(Virtual Desktop Infrastructure)

Nvidia announced VGX platform to enhance VDI performance.



VDI (Virtual Desktop Infrastructure)

Nvidia announced VGX platform to enhance VDI performance.



VDI (Virtual Desktop Infrastructure) Nvidia announced VGX platform to enhance VDI performance.

Next Step

Re-Design

Mobile Devices as Terminal
Always the Same Content, Same Power



那种 CMF 可以又薄又可弯折？

Transparent Display

It's not about HOW anymore, it's more about WHY transparent?



Transparent Display

Next Step

Reasons about why we need to see it through.



那种 CMF 可以既透明又有效果？

3D Printing

Promising Potentials within,

MODA + JOYERÍA IMPRIMIENDO EN 3D

23 - 27 Julio / 10 - 14 Septiembre 2012
Elisava, Escuela Superior de Diseño e
Ingeniería de Barcelona

www.elisava.net

ELISAVA Escola Superior de Disseny
i Enginyeria de Barcelona



Photo © Mike Nicolaassen

3D printing 介绍影片
因档案较大，先不附上

那种 CMF 可以用在3D printing
上？

Thank You !