

Capabilities Deck

01/ Studios

02/ Approach

03/ Work



01 /



Mighty Studios

—
Good design.
Good business.

Who we are

Mighty Studios is a Silicon Valley Product Development Consultancy founded by Tark Abed in 2015. Tark has experience of over 25 years in design consulting, and hence, he brings a wealth of knowledge to all aspects of product development in Mighty Studios.

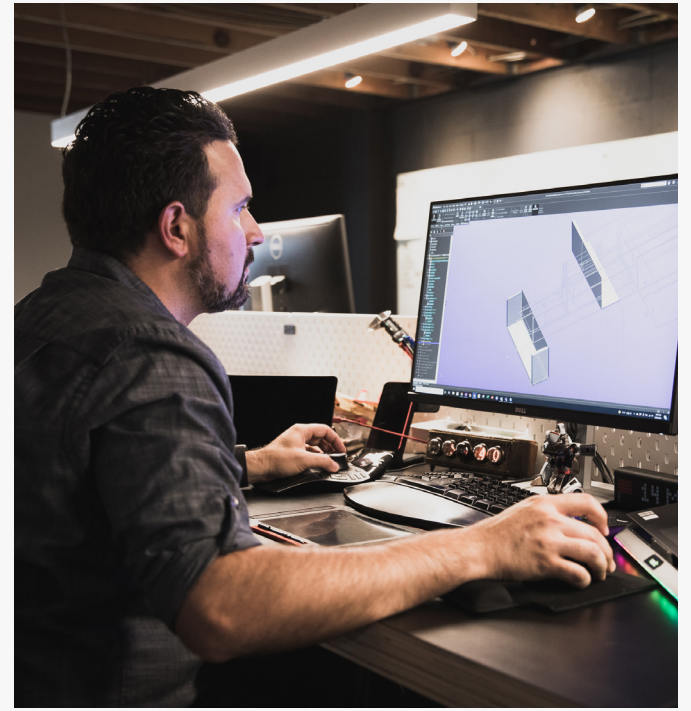
During his professional journey, Tark has been fortunate to have worked on programs of every scale: from small start-ups to Fortune 50 companies, such as **Audi/Volkswagen Group, Cisco, Covidien, Fisher-Price, Google, Medtronic, Panasonic and Ricoh Innovations.**

At Mighty Studios, we bring together a team of best-in-class design researchers, industrial designers, mechanical, electrical and thermal engineers, and supply chain experts to offer tailored, turnkey solutions for products in the consumer, medical and datacom spaces.

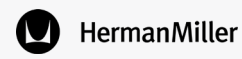


—
We are the small,
but powerful
Mighty Studios.

**Through our process,
we turn business
objectives into insightful
product solutions.**



We partner with ambitious brands, big and small.



02 /

Our Approach

We focus on outcomes.



01 / Discover

Through research, we tease out unmet user needs. Define the problem.



02 / Immerse

Brainstorm solutions. Explore and analyze unforeseen ideas.



03 / Create

Narrow down options. Explore, develop and model the details.



04 / Define

Define & prototype functional parameters.



05 / Validate

Test, refine & validate functional prototypes.



06 / Make

Transition into volume production.



Transforming complex ideas
into meaningful brands, products
and experiences.

Services & Capabilities

Industrial Design

- Design Strategy, Research & Analysis
- Product Aesthetics
- Human Factors Design
- CAD Modeling, Renderings & Appearance Model Fabrication
- Color, Material & Finish specification

Mechanical Engineering

- Structural & Thermal Analysis
- Functional Prototyping
- Design for Manufacturability
- Production Documentation
- Vendor Management

User Insights

- In-depth Stakeholder Interviews
- Ethnography
- Focus Groups
- Concept Evaluation
- Journey Mapping
- Process Modeling
- Trend & Competitive Analysis

Branding & Digital Design

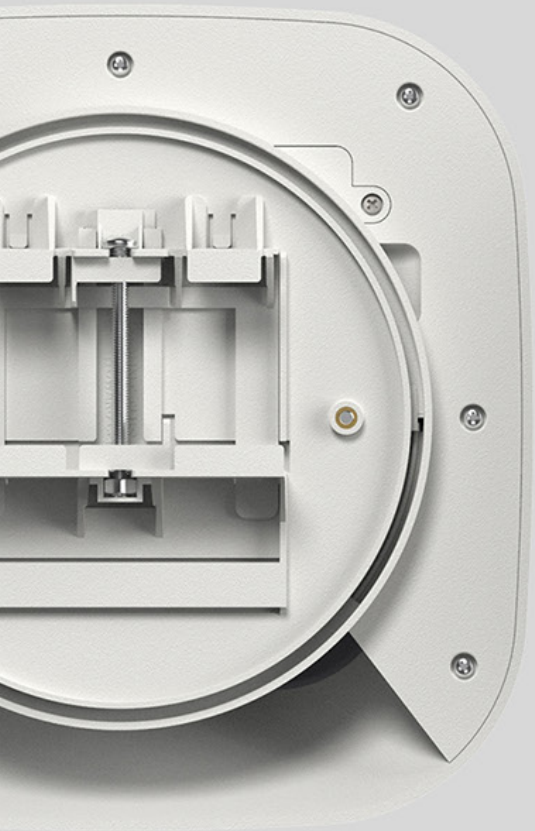
- Graphic Design
- Corporate Identity
- Pitch Deck Development
- Graphical User Interface Design
- Packaging Design

—
We solve complex
problems with
simple solutions.



03 /

Selected Work





Portal Beam

Kotnakt.io

Services

- Industrial Design
- Mechanical Engineering
- Prototyping
- Production Transfer

[VIEW CASE STUDY](#)

Overview

Kontakt.io's mission is to simplify the global delivery of location data insights. They help customers in operational environments achieve improved business outcomes in the fields of asset and process tracking and the creation of location and contextual aware applications. Kontakt.io asked Mighty Studios to help in the development of a new specialized commercial people-tracking sensor, which, at its hub uses a thermal imaging core.

Insight

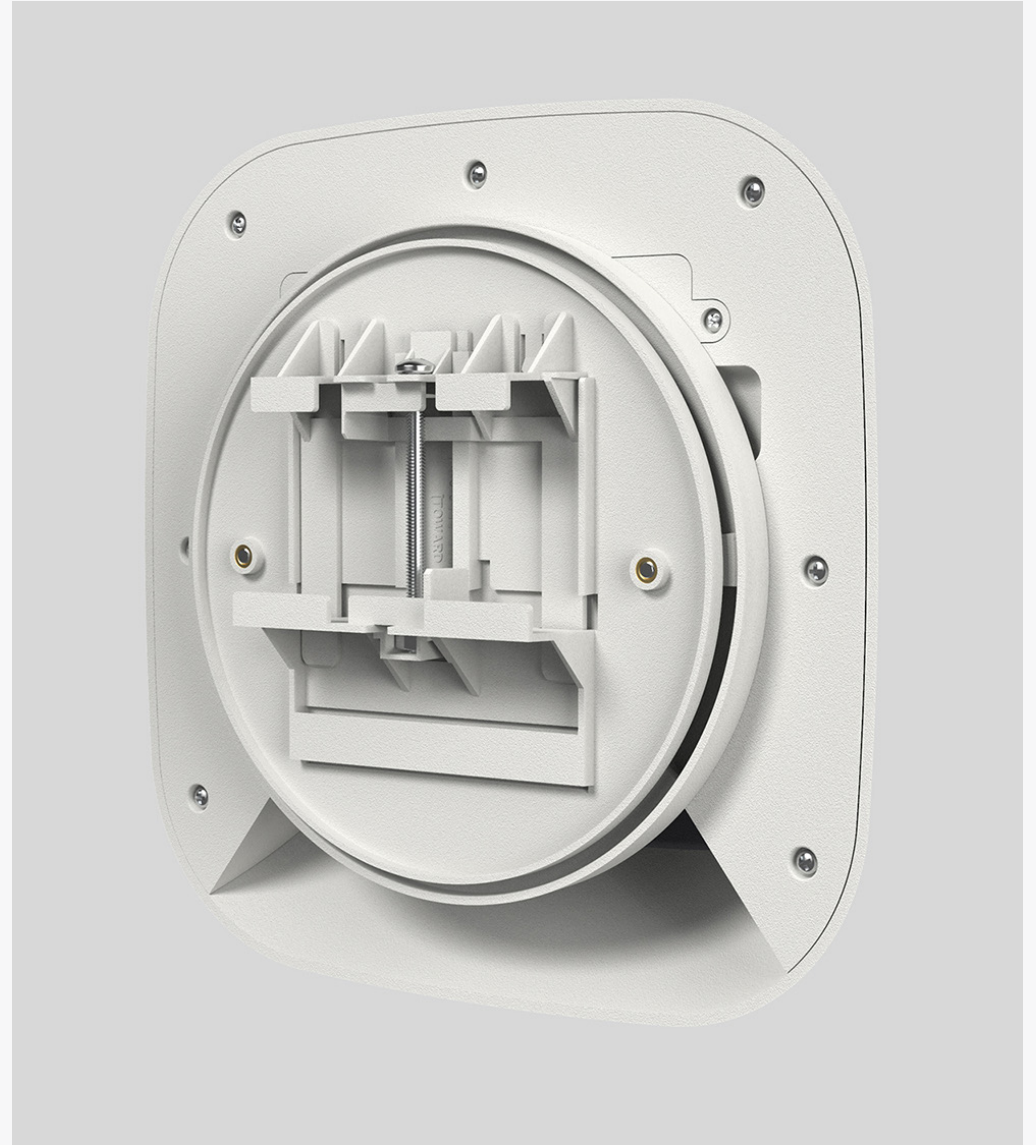
Mighty Studios went to work designing the new Portal Beam from the inside out, by working closely with Kontakt's electrical engineering team. Once component locations we optimized, we were able to lock down the architecture, and get to work styling the exterior, which was in keeping with their legacy aesthetic yet, at the same time, pushing it forward. Our engineers innovated a novel method for mounting it to both dropped ceilings as well as sheetrock. Total duration of the project from concept design to production release was three months.

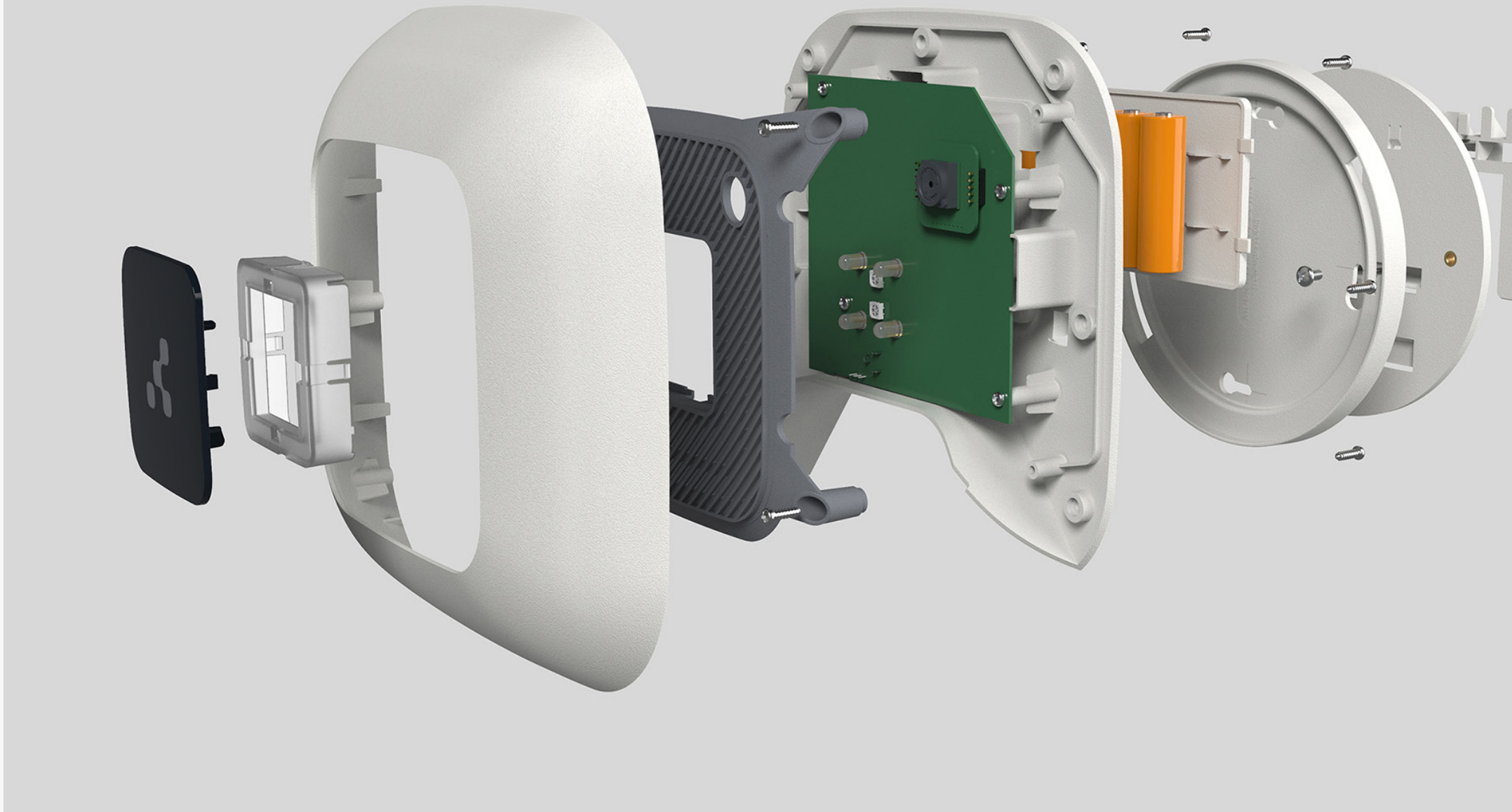


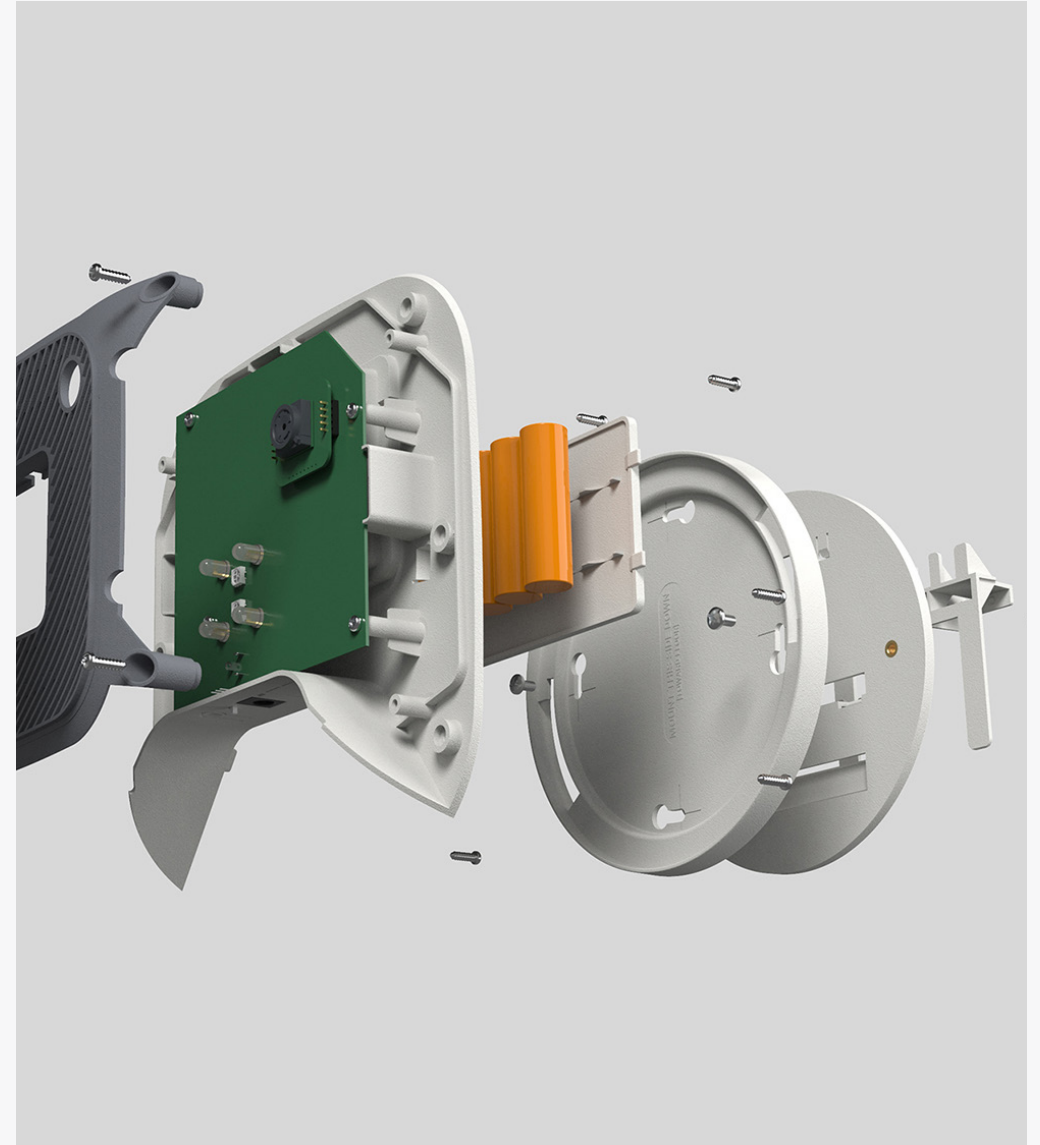
“We approached Mighty Studios for a world-class, disruptive and cloud-defined smart building sensor. The team stunned me by innovating and executing at a pace that I have never seen before. The result was a category-defining product design work. Their ability to help drive the timelines to get mass production down deserves a special mention. I would certainly recommend Mighty Studios to anyone who needs top-class products with no compromise on quality or speed.”

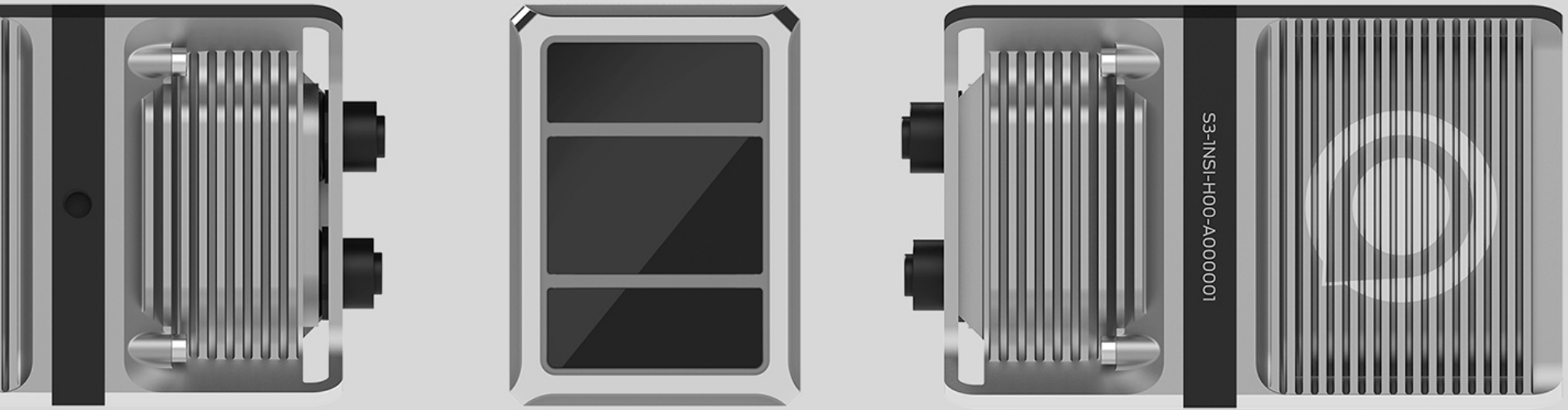
Philipp von Gilsa

— CEO, Kontakt.io Inc.









◎ QUANERGY

Quanergy
S3

Services

- Industrial Design
- Mechanical Engineering

Overview

Quanergy is a Silicon Valley manufacturer of solid-state LiDAR sensors. Their sensors are used for a wide variety of applications such as transportation, industrial automation, security data analytics, and mapping. Quanergy partnered with Mighty Studios to create a product identity for their new suite of sensors and ancillary accessories.

Insight

The S3 was an incredibly complex balance of size, thermal constraints, and performance requirements. Emitting nearly 80 Watts in such a small package meant that every millimeter of the exterior housing was to act as a heat sink (which draws away heat from internal components). This leaves very little room for cosmetic treatments. But Mighty Studios rose to the challenge by creating a defining “frame” of polished edges around the perimeter of the device. This design element gave the device a robust and precision aesthetic, without sacrificing the required performance characteristics.

[VIEW CASE STUDY](#)







ALTER

Alter-G

Fit & Via Series

Services

- Industrial Design
- Mechanical Engineering
- User Experience
- Visual Design
- Branding

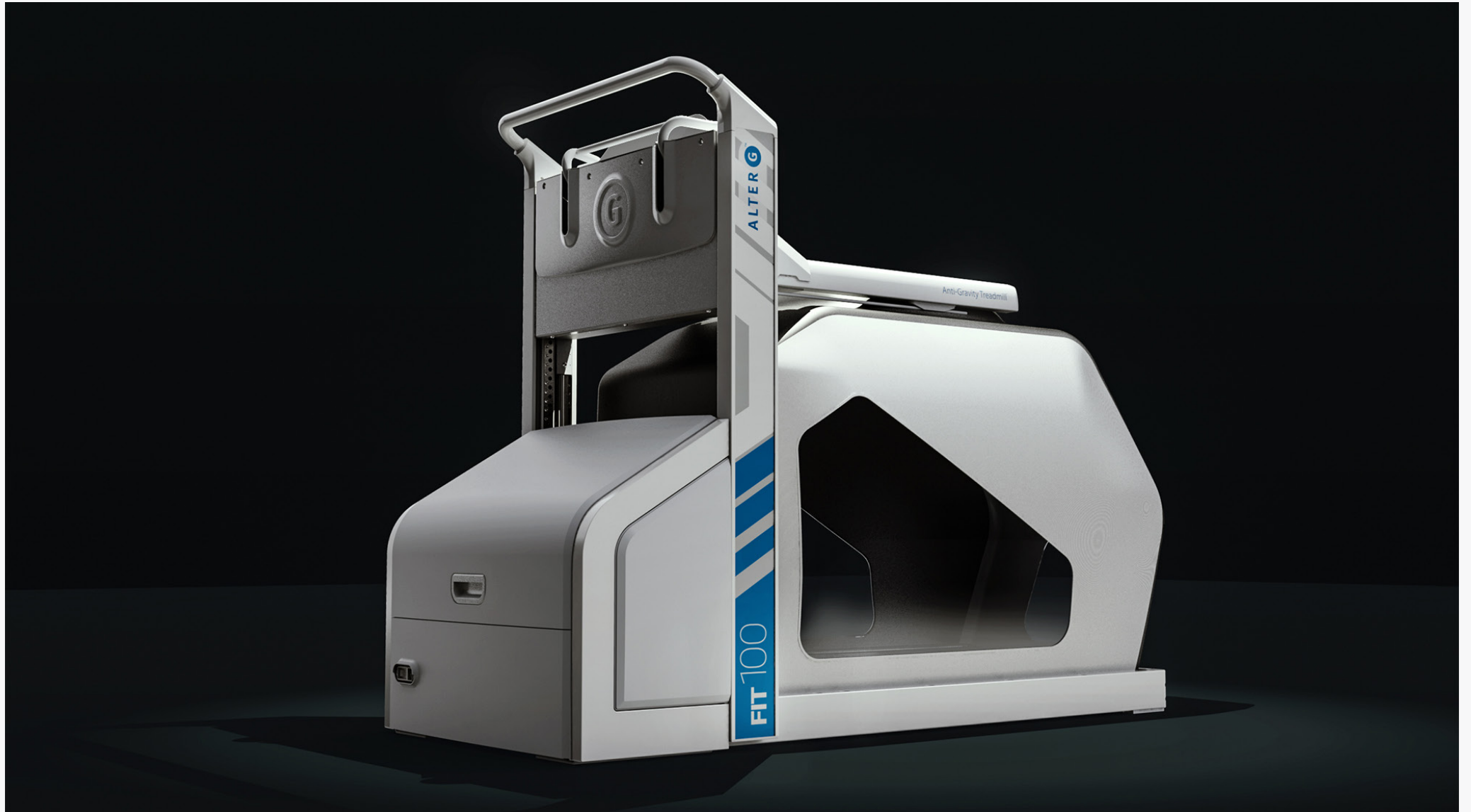
[VIEW CASE STUDY](#)

Overview

AlterG manufacturers specialized treadmills for rehabilitative therapy. These treadmills use a patented process called Differential Air Pressure (DAP). Using a pressurized air chamber to uniformly reduce gravitational load and body weight, AlterG enables patients and athletes to move unrestricted and pain-free – restoring and building muscle strength, range of motion, balance, function, and fitness. Historically, their treadmills sold to high end clinics and professional sports training facilities. But new markets were opening up, and AlterG needed an accessible, low-cost, lightweight unit that would cater to the growing number of smaller therapy clinics nationwide.

Insight

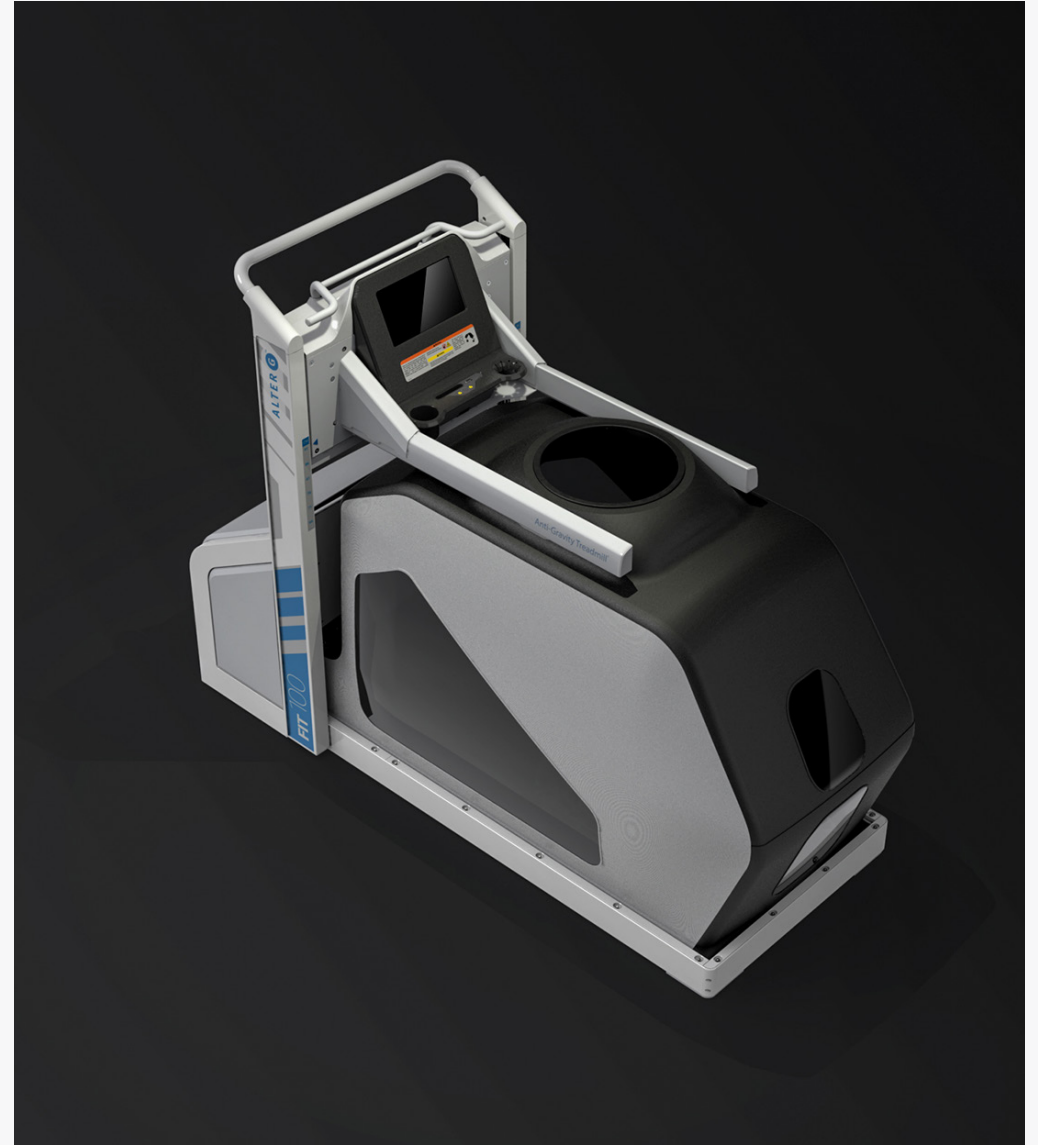
Mighty Studios completely re-imagined the entire system, ultimately called the Fit Series, by redesigning all the major subsystems to reduce cost, decrease complexity and improve patient access. Additionally, Mighty Studios introduced new overseas suppliers who were able to meet the manufacturing costs. The improvements led to streamlined assembly process and a 50% reduction in the Bill of Materials (BOM). The early prototype systems performed so well in user testing, that AlterG made this design the platform upon which all future systems would be built. Soon after AlterG asked Mighty Studios to develop the mid-range offering, called the Via Series. Additionally, the work resulted in numerous patents.



“We contacted Mighty Studios for its industrial design, mechanical engineering and prototyping capabilities, and we stayed with them through the release of our product. They could transform loosely defined concepts we presented to them and turn them into an exceptional final product. The team has a broad range of expertise and is easy to work with and adaptive to customer requirements.”

Mike Phillips

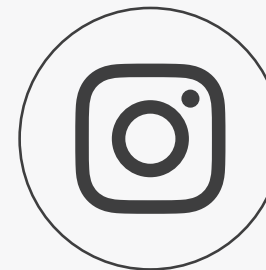
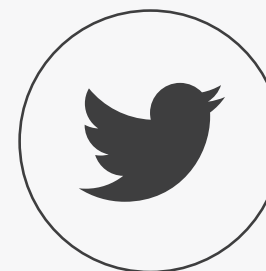
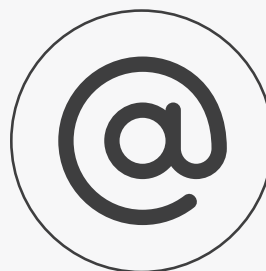
— VP Engineering & Quality, Alter-G



Let's create
new project together.

For business inquiries,
please contact us at
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Thank you.





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To learn more about our services, visit <https://mighty-studios.com>

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