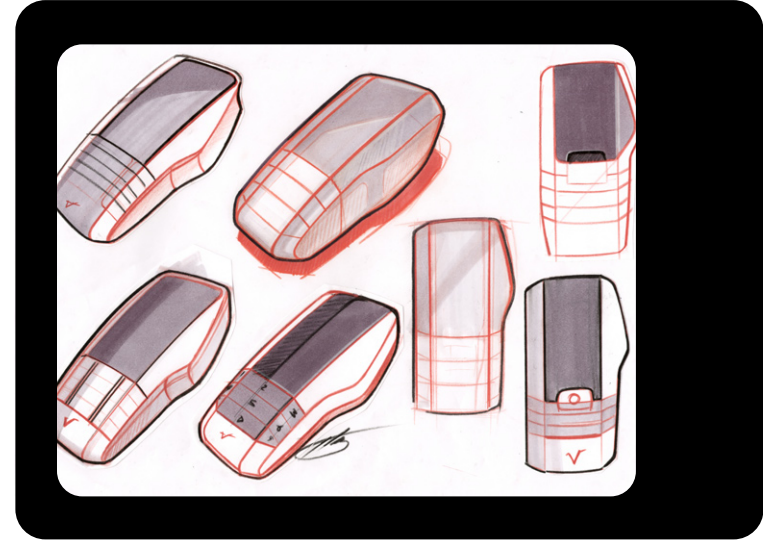




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Project
Client
Time Period

BT Movio – broadcast TV mobile phone
Virgin Mobile
2005



Introduction

Virgin was looking to create a big impression with consumers, with its first own-branded phone, the Lobster 700. The fully featured phone is capable of receiving live broadcast TV sent via DAB digital radio frequencies.

The Brief

“We need a phone. It’s got to look different. It’s got to look like there’s something special going on. It’s got to say ‘Virgin’. Oh, and you’ve got two weeks.”

Processes

Brand enhancement
Product styling
3D visualisation
CAD surfacing