

BACKGROUND

I. PROFILE

frog design is a global innovation firm. We help the world’s leading companies create and bring to market meaningful products, services, and experiences. Our multidisciplinary process reveals valuable consumer and market insights and delivers lasting, humanizing solutions. With a team of more than 450 designers, we deliver fully convergent solutions that span multiple technologies, platforms, and media across a broad spectrum of industries, including consumer electronics, telecommunications, healthcare, media, education, finance, retail, and fashion. Our clients include Disney, GE, HP, Logitech, Microsoft, MTV, Seagate, Siemens, Yahoo!, and others. Founded in 1969, frog is headquartered in San Francisco, California, with studios in Amsterdam, The Netherlands; Austin, Texas; Milan, Italy; Munich, Germany; New York, New York; Seattle, Washington; and Shanghai, China.

II. HISTORY

frog design was founded in 1969 by Hartmut Esslinger around the single guiding principle “form follows emotion.” An adaptation of the familiar phrase “form follows function,” the new maxim set the tone for frog’s design philosophy by declaring that a product’s effect upon its user was as vital as its functionality. The company’s emotive solutions immediately attracted high-profile clientele such as Wega, Sony, and Apple. Since then, frog has continuously expanded beyond its industrial-design roots, evolving to better address the technological and cultural evolutions of the marketplace. In the 1980s, we took on corporate branding, recognizing its centrality to the discipline of design. In the 1990s, we launched a Digital Media group and began growing our expertise in user-interface design for websites, computer software, and mobile devices. Most recently, we expanded our offerings to include strategic advising on higher-level business challenges and long-term planning. Today, frog design is a truly convergent innovation firm, in which designers, strategists, and technologists work hand in hand to identify the best possible solutions for our clientele.

III. CLIENTS

frog works with top companies in every sector to help move them forward by identifying key business opportunities and developing the best possible product and service experiences. The leadership represented by this client list brings our designs to a vast audience, making an impact across a variety of markets worldwide.

Clients include:

Acura	Hewlett-Packard	Microsoft	SanDisk	Tupperware
Alltel	Hyperion	Mirion	SAP	TurboChef
BBC	Intel	Motorola	Seagate	TV Guide
Disney	IPC LifeScan	MTV	Siemens	Victoria’s Secret
FOX Sports	Lawson	Nero	Sky	Virgin Mobile
GE	LifeScan	OpenTV	Sprint	Vonage
Hanspree	Logitech	Oracle	Symantec	Yahoo!
Helicor	Maxtor	Qualcomm	Titleist	

IV. WHAT WE DO

INSIGHT

We discover market opportunities through deep insight and intuition.

Culture, desire, and need

Our approach to each innovation challenge is guided by deep insights into consumer culture. We track customers' journeys and unearth and articulate their unmet desires and needs.

Empathy inspires

Our design research is crafted and conducted by design practitioners. To shape the customer experience, we first walk in the customer's shoes. Immersive research provides us with in-the-moment inspiration.

A compass, not a map

You won't yield game-changing cues by reading the same research reports as the competition. Our approach is defined by a search for meaningful insights rather than expected outcomes. We study outliers and explore "the spaces in between," using familiar research tools in unfamiliar ways.

TECHNOLOGY

We leverage emerging technologies to define new product concepts and experiences.

Software hardware convergence

We differentiate the user experience by combining new hardware capabilities with innovative software and services. We are platform-agnostic but believe in technology as a key enabler.

Visions, reality checked

From audits, trend analysis, feasibility studies, and competitive analysis, to software architecture and road-mapping, our profound technology expertise enables us to envision solutions that go beyond the status quo—and to catalyze their realization.

Concurrent workflow

From inception to implementation, design and development go hand in hand and catalyze creativity. Ideas are put directly into working form and finessed using real production technology. Our concurrent process mitigates the disruptions caused by the traditional stage-gate approach and accelerates time-to-market. Working closely with our parent company Aricent, we address development challenges early on and provide post-production and third-party developer support.

INSPIRATION

We express opportunities in rich, visual form to inspire and motivate organizations.

Business by design

We use design research and creative expression to invigorate our client's innovation culture, shape their business strategy, architect their product platform, and optimize their development process.

Radical simplicity

Every innovation starts with a simple idea. We contextualize it, test it, refine it, and build it— but with every layer of complexity added, we make sure that the idea stays recognizable and the customer experience intuitive.

Strategy made real

We give strategic opportunities a tangible representation to guide clear decision making. We believe in blue sky, but a blue sky that's in the real world. We put ideas in the hands of our clients' customers and prototype entire business models. Others deliver recommendations— we transform by doing.

IMPACT

We create lasting brand equity across multiple businesses, systems, and technologies.

Holistic from end to end

We combine unbound creativity with in-depth consumer and market research, cutting-edge technology with strategic planning, industrial and digital media design prowess with project management savvy— all the way from idea to implementation.

Diverse platforms, unified systems

We understand products and services as part of larger brand ecosystems. Each touch point is crafted to fit within a consistent customer experience. We provide a robust system to support distributed development teams and increase our client's ability to adapt quickly to market changes.

ROI is in our DNA

Over four decades, more than one billion people worldwide have been in touch with products and services developed by frog. We have achieved significant revenue growth for our clients, helping them enter new markets, exploit their intellectual property, and create sustainable competitive advantages.

V. HOW WE DO IT

frog meets client challenges with a simple, yet powerful three-part process:

Discover

Analysis Becomes Insight

Through design research, market analysis, and strategic evaluation, we gain insight into a company's brand identity, consumer base, existing assets, and key market opportunities.

Design

Insights Become Ideas

We review and refine each feature in response to user testing, client feedback, and strategic analysis. Technological, cultural, and business impact are considered.

Deliver

Ideas Become Reality

In order to guarantee the accurate translation of idea to reality, all project details are specified, documented, and delivered to the client, then supplemented with full production support where necessary.

VI. RECENT AWARDS

Maxtor Central Axis Business Edition Hard Drive

2009, ID Magazine Annual Design Review, honorary mention

HP TouchSmart

2009, ID Magazine Annual Design Review, design with distinction

HP TouchSmart

2009, CES Innovation Awards for Excellence in Design and Engineering

Project Masiluleke

2009, AIGA (Re)design Awards, 1st Place + Judges' Choice

Project Masiluleke

2009, IDEA, Packaging and Graphics Gold Winner

Project Masiluleke

2009, People's Choice Award Finalist, Body Category

Intel POS

2009, Computer Equipment Bronze Winner

Insight Foot Care Scale

2009, IDEA, Medical & Scientific Products Bronze Winner

design mind Magazine

- 2009, Communication Arts Design Annual 50 Self-Promotion Category | To be Published Nov. 2009
- 2009, Creativity + Commerce PRINT's International Business Graphics Review Editorial Category | To be Published Oct. 2009
- 2009, 365: AIGA Annual Design Competition 30 Promotion Category
- 2008, STEP Inside Design 100 Competition Editorial Category | Published March 2009

LifeScan UltraVue

2008 Good Design Award

frogware Light Bulb

IDEA's 2008 International Design Excellence Awards, Gold Winner

GE.com

- 2009, Web Marketing Association's Web Award for "Inside GE" (Best Intranet), Winner
- 2008, Communication Arts Interactive Annual, Information Design, Winner
- 2008, American Institute of Graphic Arts (AIGA), 29/365 Annual Design Competition, Corporate Communications Design, Winner
- 2008 ACE Award Business Marketing Association's ACE Award (B2B marketing), Website Category, Gold Winner
- 2008 American Business Awards (The Stevies; B2B marketing), Winner, Corporate Information; Finalist, Overall Design
- 2008 International Business Awards (The Stevies; B2B marketing), Winner, Corporate Information; Finalist, Overall Design
- 2008 Interactive Media Awards, Outstanding Achievement Award
- 2007 IR Global Rankings (IRGR), US, #2 (This is the most comprehensive ranking system for IR websites, corporate governance practices and financial disclosure procedures. Sponsored by KPMG, Arnold & Porter, The Bank of New York Mellon, Bloomberg and PR Newswire, IRGR is a unique external review of any company's communications process with analysts and investors worldwide.)
- 2007 IR Magazine, "Best use of technology for Investor Relations"
- 2007 B2B Magazine, "Top 10 Websites"
- 2007 TED, "Top 100 Websites You Should Know and Use"
- 2007 Financial Times, "Top 10 Websites"

Logitech Quick Cam Ultra Vision webcam and Logitech QuickCall USB speakerphone:

- 2007 CES Innovations Awards for Excellence in Design and Engineering

HP Photosmart ps 1000 Studio:

- CES Innovations Award, Best of Retail

HP SLC3760N MediaSmart 37" LCD:

- CES Innovations Award, Best of Video Displays

Logitech QuickCam Ultra Vision webcam:

- 2006 Good Design Award

Epson P-5000 Photo Viewer:

- IF Product Design Award

Nero Packaging:

- IF Product Design Award

GE Picture a Healthy World:

- MIXX Awards: Silver, Brand Awareness

Best Place to Work in Texas, 2007 – frog design

- Award from Texas business associations, based on policies, practices, and employee satisfaction, among other factors.

Hitachi (storage management software applications):

- 2006 Good Design Award

T3 Magazine, Best 100 Gadgets in 2006

- Sky Set-Top Box rates #2 of the “Best 100 Gadgets in 2006”

VII. STUDIOS

USA

Austin, Texas

804 Congress Avenue
Austin, TX 78701
Tel. 512-477-frog (3764)
Fax 512-477-3792

New York, New York

325 Hudson Street, 7th Floor
New York, NY 10013
Tel 212-965-9700
Fax 212-965-9779

San Francisco, California

660 Third Street, 4th Floor
San Francisco, CA 94107
Tel 415-442-4804
Fax 415-442-4803

Seattle, Washington

413 Pine Street, 2nd Floor
Seattle, WA 98101
Tel 1-206-876-3900
Fax 1-206-876-3901

EUROPE

Amsterdam

Zuidplein 36
1077 XV Amsterdam
The Netherlands
Tel 31-(0)20-799-7800
Fax 31-(0)20-799-7801

Milan, Italy

Via Alserio, 22
20159 Milan, Italy
Tel 39-(0)2-898-25900
Fax 39-(0)2-898-25901

Munich, Germany

Leopoldstraße 57
D-80802 München, Germany
Tel 49-89-232397-0
Fax 49-89-232397-111

ASIA

Shanghai, China

#16, Lane 76 Wuyuan Road
Shanghai 200031
China
Tel 86-21-5403-1978
Fax 86-21-5403-3882

