

Supermodelli is a model making firm of master craftsmen. Our collective work includes industries from consumer electronics, computing, medical, housewares, telecommunications, transportation and digital signage. From your earliest industrial design concepts, through production detailing in engineering, to the bright lights of the trade show launch, we bring your designs to life.

We work closely with you as part of your product development team to constantly evaluate, test and improve your product designs. With a purpose built facility in San Jose in the heart of Silicon Valley, Supermodelli is ideally situated to be your model making partner. Whichever stage your product is in and whatever your model needs, we can successfully move your product from the virtual world to the real world.

### Superior Model Making

**40** WITH OVER  
**years**  
EXPERIENCE

### Who we help

Supermodelli will work with your marketing, industrial design and engineering teams to maximize the value of their work by creating physical representations of their designs.

#### Industrial Design

- Imagine the future
- Get feedback from customers
- Create some wow

#### Marketing

- Push the envelope with new designs
- Launch new products in small quantities
- Trade show exhibition display models

#### Engineering

- Prove a concept
- Debug and refine a design
- Enable a show and tell

### Services

**Looks-like Works-like Models**

**Engineering Working Models**

**Design Aesthetic Models**

**Sketch Models**

**Production Prototypes**

**ready to talk?**

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A FEW OF OUR  
CLIENTS



HITACHI

NVIDIA



Vonage

Bloomenergy



### Hitachi

#### Life Studio

**Brief** Build several high-end, working prototypes for use in marketing meetings for 2011 CES in Las Vegas.

**Timeline** 3 weeks

**Team** Industrial Design  
Mechanical Engineering  
Model Making

**Deliverables** High End Appearance Model



This project is a typical example of where Supermodelli excels. Our customer needed a complete family of aesthetic models for some critical marketing meetings. Each Life Studio drive consisted of the hard drive, a docking station and a USB thumb drive. The engineering for the products did not yet exist and there was very little time to get the designs from CAD sketch to finished models.

The Life Studio won a 2011 CES Innovations Award for Design & Engineering.

By collaborating closely with co-located design and engineering we were able to quickly build the models with the apparent function of the actual product. Using high speed machining we created multiple precision models that were finished with automotive grade paint to the high gloss the design required. The finishing touches include pad printed graphics and clear coat paint for added durability.

## Interactive Kiosk

**Brief** Create interactive digital signage kiosks to travel to different venues. Looks-like, works-like prototypes to be used as a platform to demonstrate and showcase the future of interactive digital signage.

**Timeline** 12 weeks

**Team** Industrial Design User Interaction Design  
Mechanical Engineering Program Management  
Electrical Engineering Model Making  
Software Development

**Deliverables** Seven, fully functional, high-end prototypes with integrated 70" LCD touchscreens. Each unit is 8ft x 8ft x 3ft and weigh 1,070 Lbs.

This was a huge project to create interactive digital signage for initial launch at the National Retail Federation show in New York in 2012 and at numerous Hotels and shopping malls all over the US.

Supermodelli was responsible for program management, production and assembly of the seven units with various material and finish options.

The program began with only minimal details on how the final design was to be implemented. Due to our extensive experience with similar projects we were able to quote the entire build with very tight budget contingencies. Our extensive internal capabilities were combined with key external specialties to deliver the units on time and on budget.

Many of the components were larger and more difficult to produce than the scope that is typically able to be handled by smaller model shops. This complexity, combined with the very tight, immovable deadline, made this an ideal project for Supermodelli.



## Hewlett-Packard

### Video Conferencing Solution

**Brief** Build a fully working prototype of a complete 10' high by 20' wide video conferencing center.

**Timeline** 6 weeks

**Team** Industrial Design  
Mechanical Engineering  
Model Making

**Deliverables** Looks-like, works-like models

This project is a great example of the value of working with a local team who can handle large and complex products. We needed to build half a room that was full of electronics and then move it from our site and install it at the customer's site.

The conferencing center was built around a custom steel frame for strength and rigidity. The front and sides were clad with curved 4ft x 6ft wood and perforated steel cosmetic panels and finished with polished black silver trim pieces. Electronics included four 42" high definition LCD flat screen TVs, video cameras and associated electronics. The entire unit was backlit.