

DESIGN OF THE YEAR

Industrial Designer: Mylène A.K. Tjin Wong Joe
Hewlett-Packard Singapore (Pte) Ltd

Mechanical Engineer: Koh Chee Hiang
Hewlett-Packard Singapore (Pte) Ltd

HP DESKJET 460 MOBILE PRINTER

Jury Citation

The DeskJet printer's design is classical, well-executed and not overtly expressive, showing a high level of maturity in approach. Its sleek, stylish and mobile appearance is visually inviting, while offering the user a tactile experience. Being both functional and aesthetically appealing, the printer has enjoyed proven market success and demonstrates the value of design in lending a competitive edge to products in the marketplace.

The design of the Deskjet 460 is about simplicity, and minimalism that works.

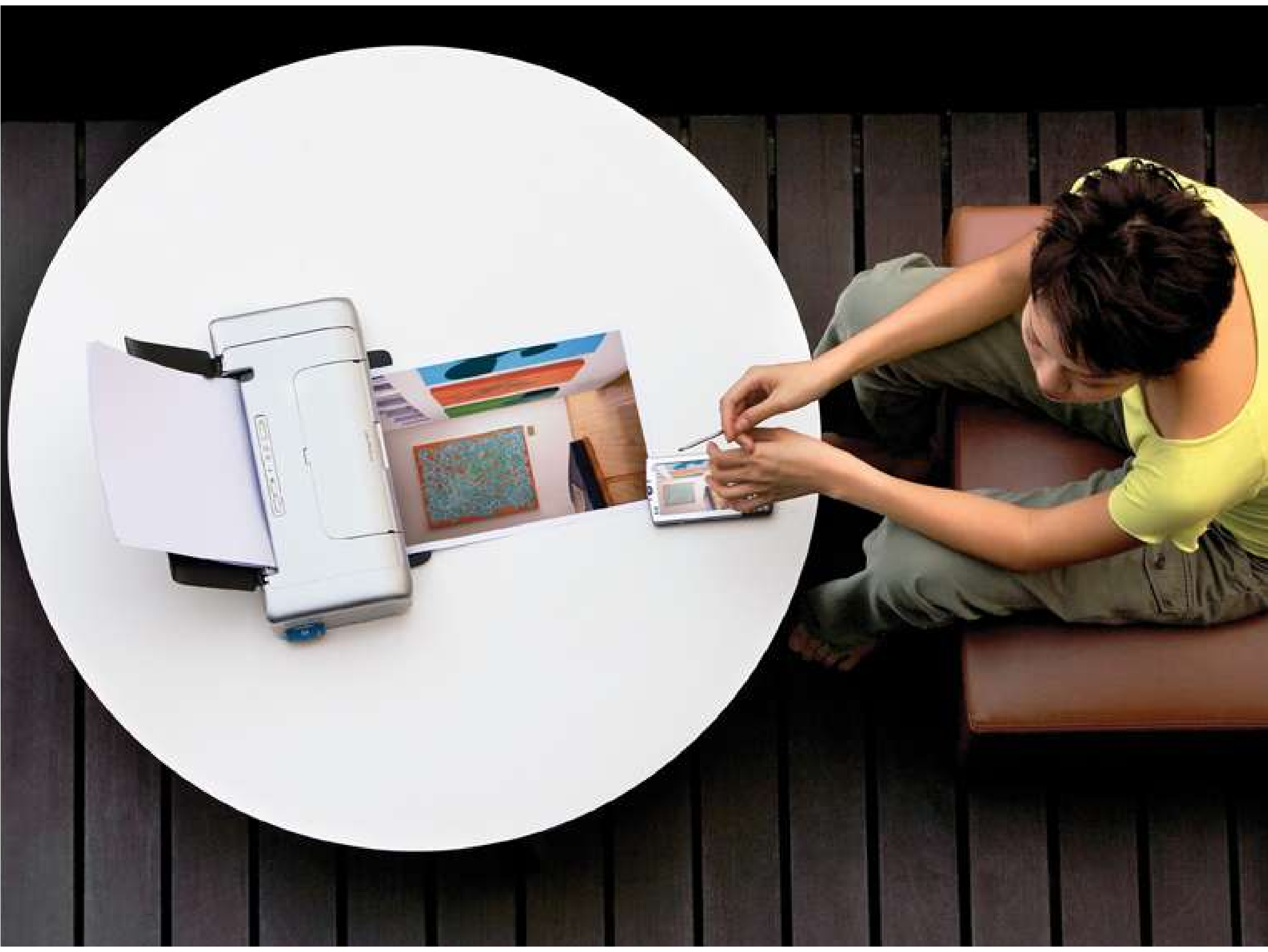
Mylène Tjin,
*Hewlett Packard
Singapore (Pte) Ltd*

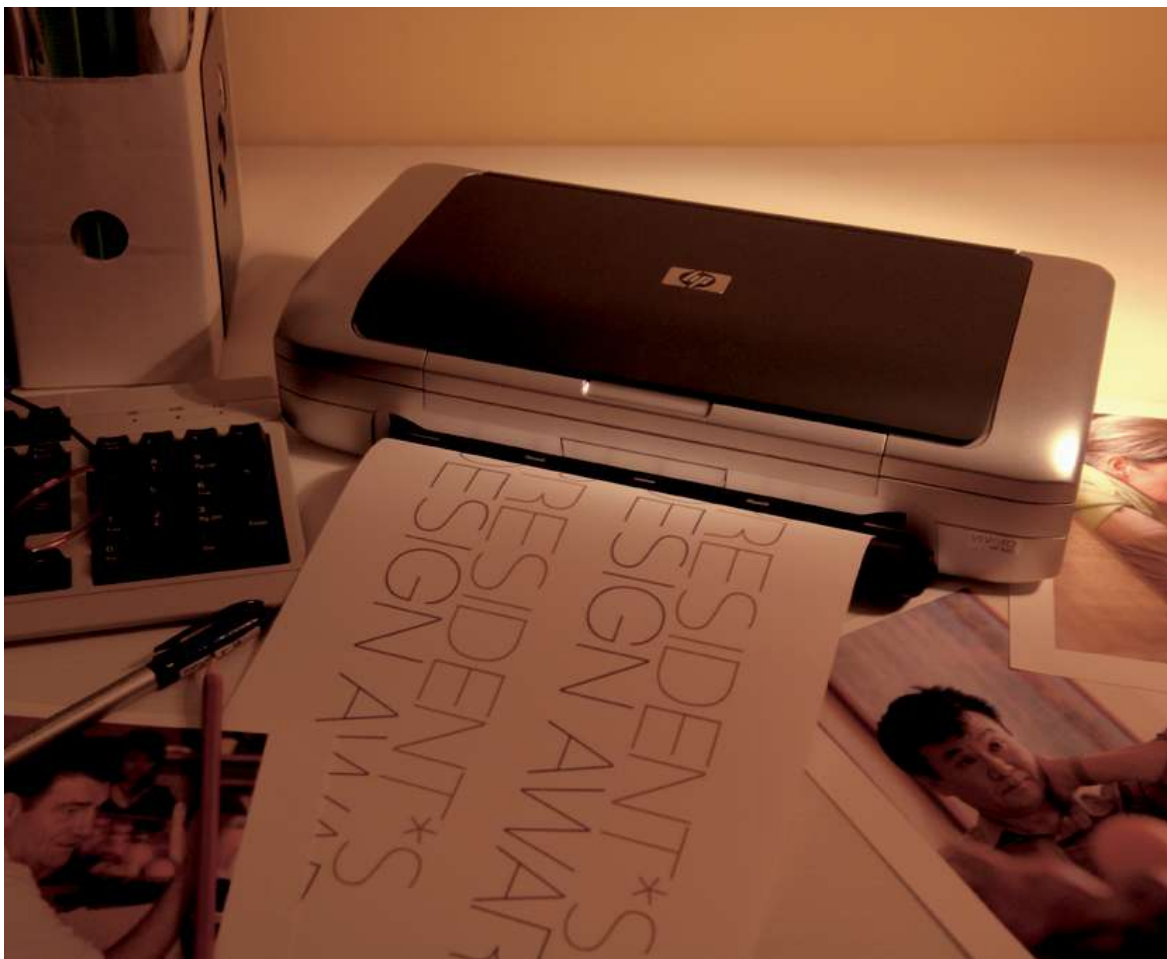




Her earliest exposure to design was through looking at the wonderful embroideries her mother had crafted before she was born and her grandmother's intricate crochet designs, which had been entered into national competitions and had once won a first prize. Creativity is obviously genetic for Mylène Tjin, who receives the President's Design Award for her design of the HP DeskJet 460 mobile printer.

Mylène Tjin, Programme Manager of Industrial Design, HP Singapore recalls, "I started off making my own creations in fashion and interiors when I was in my teens. Later, I also designed some of the furniture pieces at home. It led me to become interested in figuring out the spaces, structures and aesthetics in buildings. I had my mind set on becoming an architect. But when I heard about the Industrial Design faculty at the University, I liked the idea of being an architect of products, especially the part about not having to wait many years to see my designs realized. That certainly sealed the deal for me!"

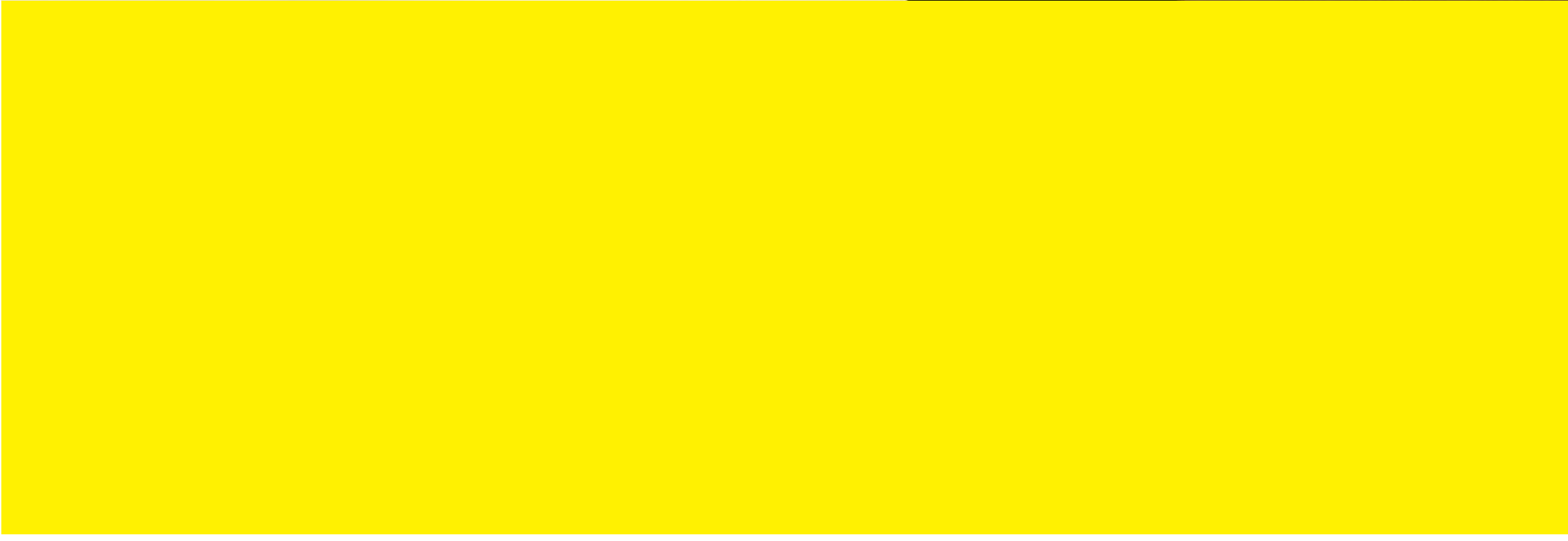
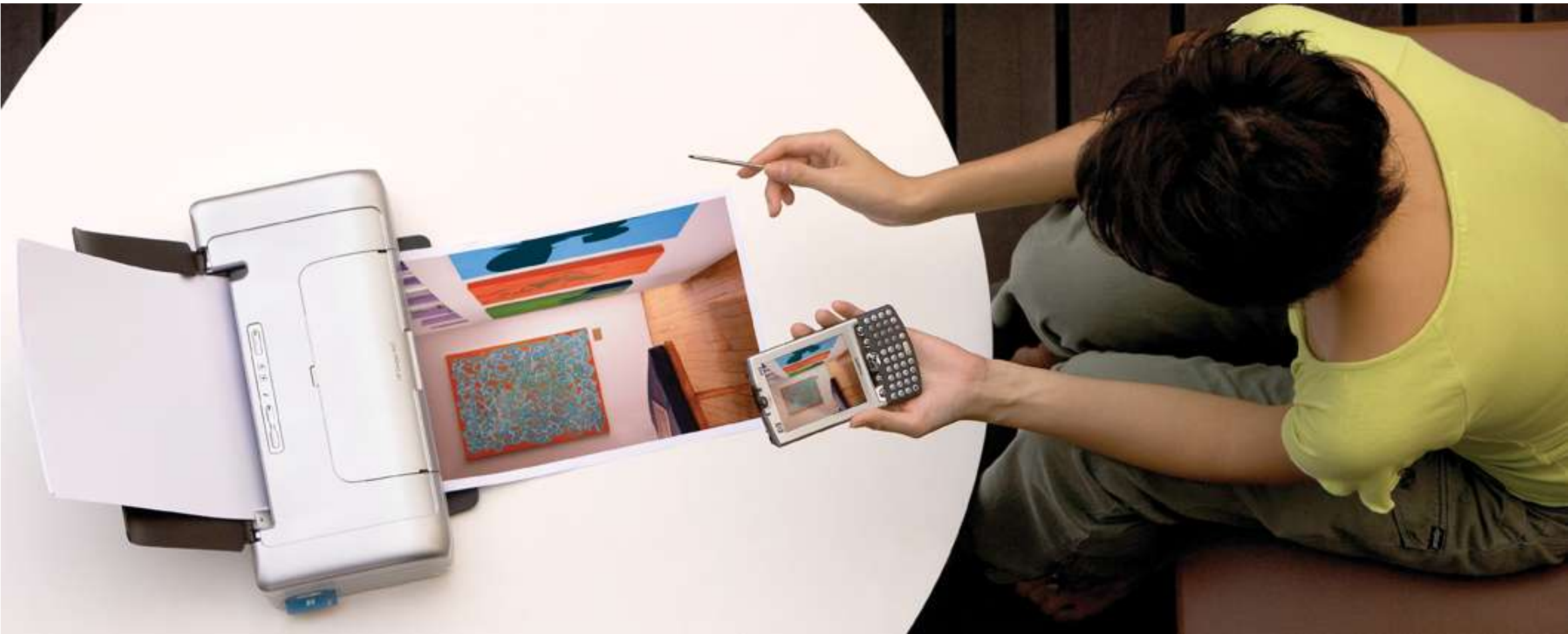




“When I started studying Industrial Design, I was an idealist and I just wanted to design things the way I wanted them to be. Now, as an Industrial Design professional, I am focused on designing products that customers will appreciate, purchase, and actually use. The product should also contribute to the company’s revenue, and support or enhance the brand value. But at the end of the day, we designers are still able to place our stamp on our designs.

In creating her design for the Deskjet 460, Mylène looked for inspiration at the range of products with which a target user, a typical business professional would interact whilst using the Deskjet 460. These included notebook computers, cell phones and PDAs as well as other business-related products like briefcases, leather-bound diaries and desk accessories. One can immediately see these influences, not only in the design of the Deskjet 460, but also in the accessories that she designed for it, like the exclusive leather sleeve for the printer.”

“The design of the Deskjet 460 is about simplicity, and minimalism that works. A portable printer is usually cramped with complicated mechanism and multiple user interaction areas. My objective has always been to work around the clutter and make the entire product look inviting and easy to use. This is reflected not only on the surface but through out. For instance, when the top cover of a printer is lifted, one might expect to see “engine” revealed, components, wires, and all. But instead, what you see in the Deskjet 460, is a neatly covered up engine compartment.”





As a designer, Mylène appreciates the increasing interest in design and the growth of a design culture is most appreciated and as globalisation commoditises manufacturing and even technologies, the only key differentiation available for a product is in the design and product user experiences. "Design is now fast becoming a major factor that could determine the survival of a company and all the top players are now leveraging the power of design."

"I would like to continue to design useful and delightful products that users love and appreciate, spurring the demand for well-designed products. This would have a knock-on effect of manufacturers meeting the demand with supply by further investing in good design."

Advice for emerging designers:

"You may find it useful to have a thorough understanding of what the intended product needs to communicate out there in the market, and what it should say about the company or brand it represents."



Nomination Citation

Mr E. S. Goh

Designed by Mylène Tjin, the HP Deskjet 460, launched in October 2005 has been entered in prestigious design competitions from Europe to Asia and the United States. It has since received the German Red Dot award 2006, the German iF Design Award 2006, the Japanese Good Design Awards 2005 and the US-based CES (Consumer Electronics Show) Design and Innovations 2006 Award. It will feature in the Spring edition of Innovations, the prestigious design magazine of the IDSA (Industrial Designers' Society of America).

Not only is the HP Deskjet 460's head-turning, stylish, sharp and leading-edge design acknowledged by the international design community, it has been very well-received by the man-on-the-street as evidenced by its global sales figures, which has helped to establish Hewlett-Packard as the current market leader in mobile printers. Moreover, the HP Deskjet 460 has set new standards for mobile printer design by evolving an original design language, which its competitors are now forced to adopt.

Mr David Lun

Hewlett-Packard Singapore (Pte) Ltd

The Deskjet 460 is a full-featured mobile printer that provides a truly mobile experience for on-the-go mobile professionals. With optional Wi-Fi and Bluetooth wireless connectivity, it is capable of printing high quality business documents to photos for all their printing needs.

The streamlined styling, classy silver finish and soft carbon feel make the Deskjet 460 an excellent match with any portable imaging device, notebook computer and PDA. Engineers and designers placed great emphasis on designing for a great user experience even with minute details. The easy-to-use printer is equipped with an optional battery, and has a built-in card reader for direct printing from a host of memory card formats.

A first surprising sensory experience from the printer exterior comes from the soft-touch finish on the Input tray and Output door. These are also the areas where the user grabs hold of when picking up the printer. The rubber-like feel provides the user with a secure grip of the device, a very important aspect of mobility indeed.

Once the Input tray, which doubles up as a main cover, is lifted up and the printer is switched on, the automated Output door flips down. Should the user close the Output door for some reason, any paper that is fed through the printer will automatically kick open the door, providing another subtle high.

True versatility for printing on a host of different media types and sizes makes the printer ideal for both work and play. Borderless printing of smaller photo media is made easy with an automatic datum adjuster incorporated in the Paper width adjuster.

And finally, not only is the device WiFi and Bluetooth enabled, it is equipped with a thoughtful WiFi profile-selector switch. This allows the user to switch effortlessly between WiFi locations, e.g. in the home, at the office *and* at "Starbucks", truly providing the user with the freedom and ease to print anywhere, anytime.

The bump-ons below the printer provide adequate friction to stabilize the printer during high speed printing. Both material (stamped rubber) and the design of the bump-ons, which incidentally also have a highly decorative value, contribute to its excellent stabilizing performance.