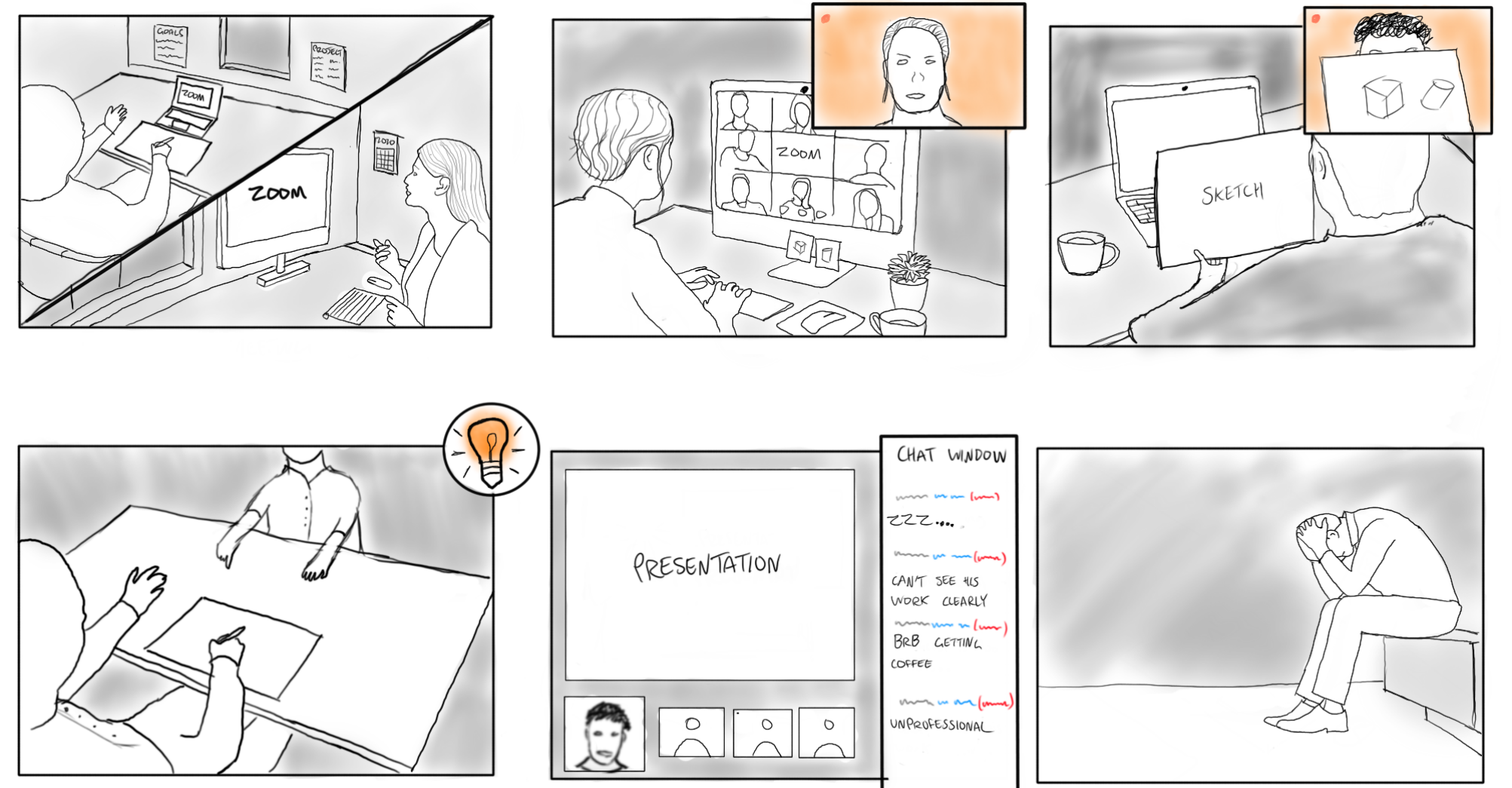


# Video-Conferencing Product & Device for Industrial Designers:

## BARX

BARX is a video-conferencing device for industrial designers and others to use for virtual meetings and remote communication.



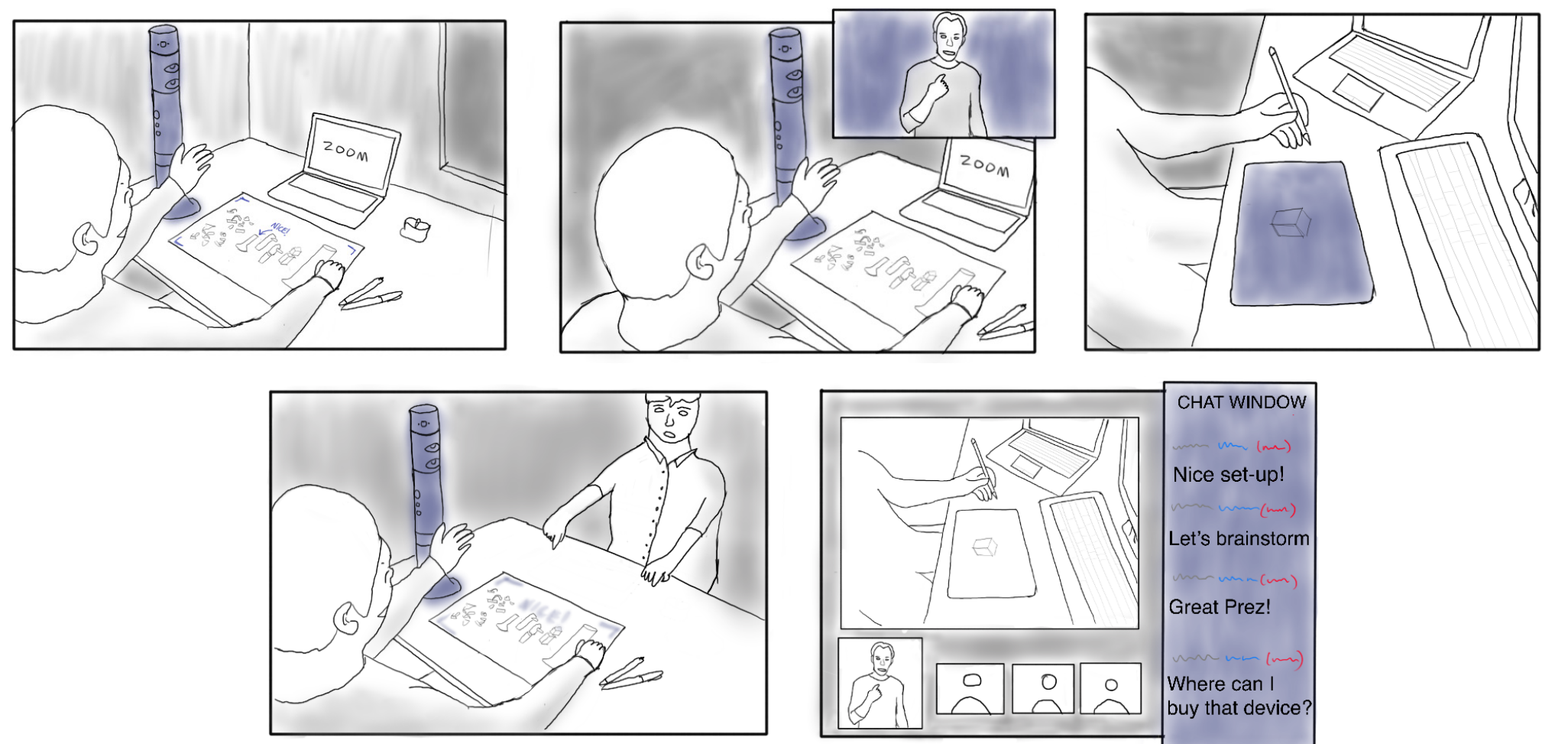
I discovered the following issues with current tools and technologies for virtual meetings through my research:

- Poor Camera position for users & limited subtle communication like body language
- Difficulty showing physical deliverables such as sketches, prototype or just in the moment sharing of ideas using pen and paper
- limited co-creation & interactive communication opportunities,

particularly those that take advantage of an industrial designer's skillset

- Reduced ability to impress other meeting participants with your work or utilise in-person presentation skills when using standard video-conferencing tools

The combination of these issues is currently creating unsatisfactory communication outcomes for industrial designers...



BARX is able to be used in any industrial design office environment due to rotation features of both the user facing camera (top of product) and project + desktop camera (beneath).

Additionally, the functionality of BARX makes it a suitable product for other contexts such as gaming, streaming, remote personal communication etc.

The features of BARX address the issues mentioned above:

- wide angle lens camera and microphone pick up subtle communication

- desktop camera allows physical objects to be shown clearly

- projector and desktop camera combo provides co-creation opportunity with other virtual meeting participants

- features improve user's virtual communication and likelihood of impressing other meeting participants

**“This is something our society has never been iterating on... think about in 10-20 years, the next version of zoom and the next devices that we are going to use to make this experience more interactive”**

**Andrea Pavan, Industrial Designer IDEO Tokyo (2020)**