

## **PRESS RELEASE**

### **Pilotfish Launches Ondo Music Editing Phone Concept**

**Play it, mix it, rock out to it! Ondo enables a more flexible and physical experience in mobile phones**

**MUNICH, Germany – April 20, 2009** -- Pilotfish, a progressive industrial design and product development studio based in Munich, Amsterdam and Taipei, today introduced Ondo, a dedicated music editing phone concept. The Ondo concept enables OEMs to visualize a new form of user interaction for mobile phones.

#### **User**

The target user for “Ondo” is the music enthusiast who seeks to interactively capture and edit sounds. Going beyond software-based solutions of other products, it is specifically designed to effectively collect pure sounds and is specially constructed to create a tactile sound editing experience.

#### **Music Editing**

Made from form-sensitive flexible materials, “Ondo” allows the user to modify recorded sounds by physically twisting and bending the device. Like a guitarist pulling on a whammy bar, users can feel and hear the musical effects as they create them.

#### **Jamming**

Another innovative feature of “Ondo” are the three removable display “sticks”. In their normal state, the “sticks” act as a unified touch display for the mobile device. When removed, each can be separately clipped onto a musical instrument or person to capture live sound. Like a portable recording studio, “Ondo” makes mixing tracks easy, because each “stick” picks up isolated sounds from each individual instrument. The recordings can be immediately sent via MMS

(Multimedia Messaging) around the globe allowing musicians at different geographical locations to jam together.

### **Mixing**

In party mode, “Ondo” works as a digital mixer enabling the user to create seamless transitions between songs. This is made easy with interactive touch functions combined with integrated software support.

### **Market Opportunities**

The advantage of such a device is that a range of services and accessories can accompany it in order to enhance the sound capturing and editing experience. From a business perspective, most of the players in the mobile world can benefit: for example, content creators - by providing sound libraries or musical games for download; operators - by facilitating increased user interaction; and device manufacturers - by producing accessories such as input devices, Bluetooth instruments, etc.

For more information on the Ondo concept, visit [www.ondo-phone.eu](http://www.ondo-phone.eu)

For more information on Pilotfish, visit [www.pilotfish.eu](http://www.pilotfish.eu).

### **About Pilotfish**

Pilotfish is a progressive design and innovation consultancy with offices in Munich (head office), Amsterdam, and Taipei/Taiwan. Founded in 2000, we are a team of more than 25 industrial, graphic and user interface designers, engineers and manufacturing experts catering to international brands worldwide. Our vision is to create unique user experiences, by combining industrial design with an intuitive user interface. We act as an *innovation hub* for companies and technology providers looking for the right partners to realize these concepts in meaningful ways for end users.

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