

# Avaak + Consumers

“Avaak chose DDSTUDIO because they demonstrated an innate understanding of the product vision, and inspired confidence that they could deliver the right design.”  
– Andy Paul, Marketing Director.

In 2005, Avaak was a successful, small defense contractor that produced a marshmallow-shaped camera which was dropped en masse into sensitive areas. Gioia Messinger, Avaak CEO, saw consumer potential in these small battery powered, network enabled video cameras. Through creativity, a strong usability focus, and distinctive visual brand leadership, along with millions raised in venture capital to fund the transition, Avaak evolved from defense contractor to consumer product company.

The primary activity was to develop a unique brand identity for the product that was instantly appealing to consumers. Avaak

invested in a sharp creative strategy and great design right from the beginning. The product had to be user friendly and intuitively simple, while also asserting that it was advanced, leading-edge technology.

We not only gave the camera and base station unique designs, we also created the innovative ultra-simple camera mounting system (awarded a US patent), providing fast set-up, installation, and review. The resulting system, called the Vue, gained much recognition. It was included in Popular Science’s Top 100 New Products of the Year, won a GOOD DESIGN Award and a 2009 CONNECT Most Innovative New Product Award, and was an IDEA Finalist.

The Avaak Vue system delivers peace of mind as you check out activity from your smart phone, tablet, or computer. The easy to install magnetic mounts adjust with a finger tap, and once positioned recede into the background.

Avaak rehired DDSTUDIO recently to apply the successful visual brand identity to the second-generation of their Vue product. Startups see incredible success when design plays a major role alongside technology as every decision is made, resulting in consumer connections.

