

Helixis + Illumina

The Eco Real-Time PCR's "icon-driven user interface simplifies experimental design and set-up, while a straight forward workflow streamlines operation to three easy steps." (Labtech.com)



Over an exceptionally short period of time, Helixis and DDSTUDIO developed a simple and compact personal PCR device with significant user benefits. Now each researcher can have their own plug-and-play device, saving time and frustration.

Corporations and startups play complimentary roles in an environment characterized by rapid and cost-efficient technology development. With a straightforward path to commercialization and an assured exit to any of a number of large device companies eager to fill product pipelines through mergers and acquisitions, Helixis fit this model completely.

Speed to market with a bulletproof product was our principal mission. Challenges included shrinking an existing machine to one-quarter of its original size for personal bench-top operation, and having the researcher perform the least amount of steps to complete the process.

This project exemplifies our product development and program management approach within ISO 1345. We aligned with our client through fundamental product redefinition, user research and feedback loops, complex mechanisms, a highly tolerant chassis, and technology integration. Our first batch of 12 prototypes was placed straight into the lab, and successful production followed.



The startup mentality—risk-embracing behavior with a schedule-driven approach—has been our focus for the past 3 years. We have seen our startup clients purchased quickly: Helixis sold to Illumina for over \$100 million in less than 2 years. Since then, DDSTUDIO has procured thousands of enclosures for Illumina's global market. With experts seeing the value in the startup mentality, there is a movement toward

divisions of larger companies directing their energy on startup lines for fast results.

DDSTUDIO provided all strategic design, program management, mechanical development and part production for Helixis/Illumina's real-time PCR machine.

