



860dsp  
Multi-Function  
Interactive Cable  
Signal Analyzer



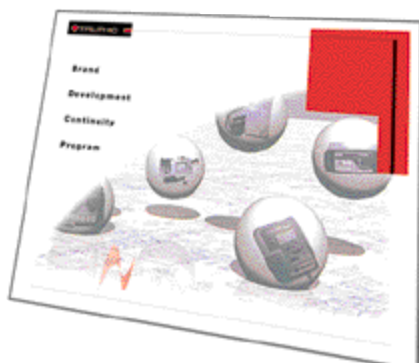
Hardware Packaging

Trilithic is a global leader in the development and production of signal monitoring and analysis hardware and system software for field evaluation and system analysis for the cable television industry.

Over a 3 year period Trilithic introduced a series of products which addressed a new concept in feature sets to the CATV field technician. With a suite of over a dozen products, one major issue for Trilithic is brand recognition and a consistent presentation of product and resource identity.

In the preliminary situation analysis, three areas were determined to be critical to meeting marketplace objectives. They included industrial design, product naming hierarchy and brand awareness. Working closely with the client, a series of basic style elements were developed which managed the decisions concerning not only size and positioning of product nomenclature but overall look-and-feel of buttons and controls, product color and consistent presentation of identity.

To integrate the product identity into the marketing process, a strong packaging format was developed which applied a series of feature/benefit statements and visual



**Highlight:**

*Brand Integration is always a goal in an environment where multiple products co-exist in a single marketplace.*

*A bi-product of the brand design integration process was a formalized design control guide.*

*This documentation is used by internal engineering, marketing and external vendors to assist in building and maintaining continuity throughout the product development process, development of promotional materials and product documentation.*



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## Product Design and Brand Development



*Rack-Mounted Product Faceplates*

representations of the products. A more contemporary approach was utilized in the industrial design process. Human factors and in-field usability and durability were a core component in each product design decision, from engineering, through processes and materials.

The result has been a significantly more integrated program which has reduced time to market, development costs, and equally important, has presented a consistent and image conscious message to both existing customers and prospects.

The program included:

- Industrial Design
- Human Factors and Ergonomics
- Brand Development
- Product Name Development
- User Interface Design
- Packaging Design



*Software Packaging*

*RSVP Hand-held Return Path Signal Analyzer*



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