

QUANGO



CASE STUDY: SHARP LABS OF AMERICA

Various attempts at bringing Web-based functionality to the TV have met with limited success, due in large part to bulky peripherals and bewildering interfaces. Sharp Labs of America had a bold idea to change this. By incorporating a system of customizable Web-based “widgets” as well as Web-based tech support into their next-generation AQUOS LCD TVs, Sharp was prepared to offer TV owners an entirely new experience. The only catch? SHARP needed a compelling, branded visual interface for their platform.

CHALLENGE

SHARP's groundbreaking technology is sleek and undeniably intelligent. Browser design had to reflect this while blending seamlessly with the established AQUOS aesthetic. QUANGO designed and programmed the user interface, taking special care to allow seamless and easy navigation using only the television remote.

IMPLEMENTATION

Developing, testing and then refining designs on an actual AQUOS display enabled QUANGO to create visuals optimized for distance viewing. Working within Sharp's Web browser interface, QUANGO created over 50 unique page-views to help AQUOS owners configure their sets and access real-time customer support via the AQUOS Advantage Live program.

PAYOFF

QUANGO's innovative and intuitive design of AQUOS Net helped launch Sharp into the spotlight at the 2008 CES in Las Vegas as they unveiled their newest AQUOS televisions. Sharp's announcement and demonstration of AQUOS Net garnered positive reviews while establishing Sharp as a top innovator in the realm of TV/Web functionality.

See QUANGO's complete approach to design and marketing: www.quangoinc.com/what-we-do