

centroid

endless creativity



Centroid Creative Hubb

About US and Portfolio of Works
Styling And Engineering Services



Services

Segments

Services

1. Brief Research
2. Styling / Concept Styling
3. Cad Surfacing / Styling
4. Preliminary Engineering
5. Proof of Concept Prototypes
6. Mockup Models
7. Detailed Engineering on Styling Components
8. Prototypes
9. Engineering Drawings for styling components

Segments

1. Automotive
2. Industrial and Farm Equipment
3. Medical Equipment
4. Electronic products
5. Consumer Durables
6. Retail

Clients

(partial list ...)

Indian Clients

1. SAME Tractors (Automotive)
2. Ashok Leyland (Automotive)
3. Greaves Cotton (Industrial)
4. Southern Agro (Farm)
5. Venus Water Heaters (Consumer)
6. Green land farms (Retail)
7. Phoenix (Medical)
8. IIT -Tenet Group (Electronics)
9. Vortex (Banking)
10. Reynolds (Writing Equipments)
11. Aricent / Flextronics (Electronics)
12. TVS Electronics (Electronics)

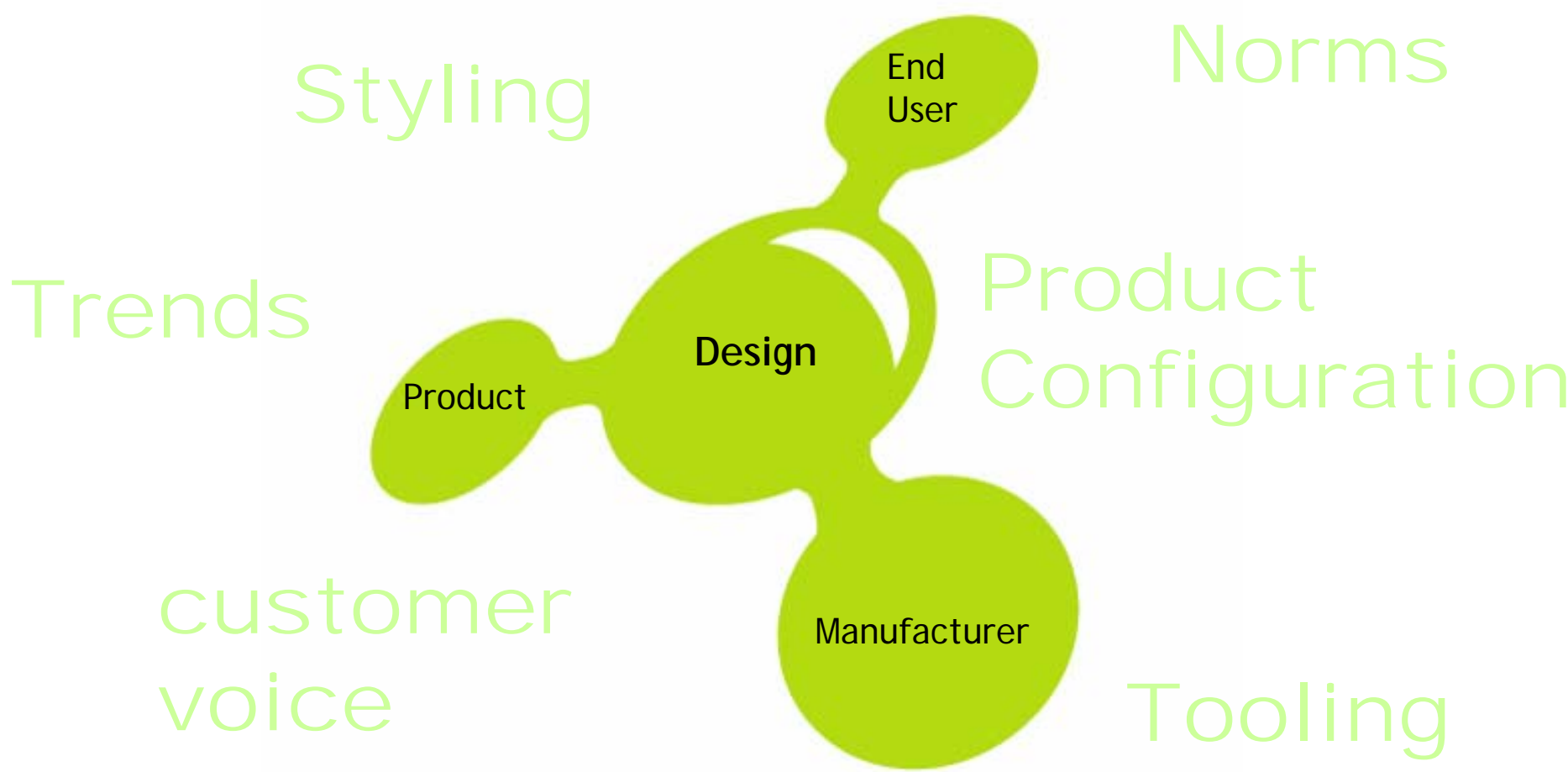
International Clients

1. Halo Personal Protection (UK - Electronic)
2. Myron Pens (US - writing equipment)
3. Monaco (US - Automotive styling)
4. Carpenter Tan (China - Consumer)
5. Lloyds Register (UK - Design Docum.)

Overview - Current state

Staff on roll . 40

- Consisting of Designers and Engineers
- Consultants for Prototype and Analysis



Infrastructure

Office space

Office is Located in Chennai, South India. in a prime location with 2000 sq.feet office space, fully furnished with work space for designers and engineers, meeting room and a modeling shop to cater to immediate design ideas experimentation.

The office has a creative space inside in its two floor space.

We have opened up another office of 2000 sq.ft. to accommodate additional people and working space near our office.

Infrastructure Hardware

We have got the latest computers with Broad Band Internet connectivity. All work stations are with the latest hardware configuration with LAN connectivity.

We have a well defined power backup 2 online ups (10 KVA and 3KVA), and a generator to meet up to power cuts and data backup systems in place to meet any unforeseen eventualities.

Color Laser Jet double side printer, inkjet high resolution printers, Scanners, copiers, DVD writers - form an integral part of the hardware infrastructure.

All software are up to date with latest service packs and updates.



Folio of our products

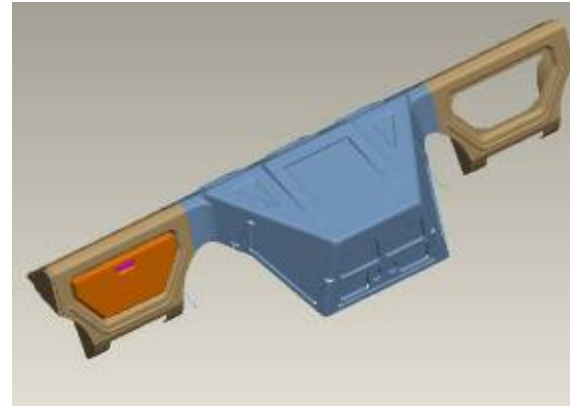
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Automotive Styling



Automotive Styling



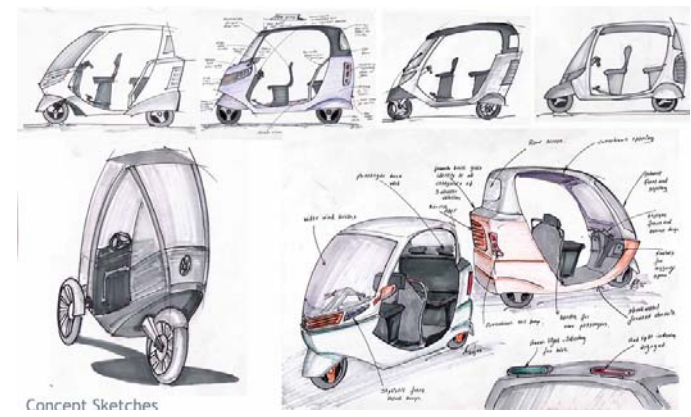
Automotive Styling



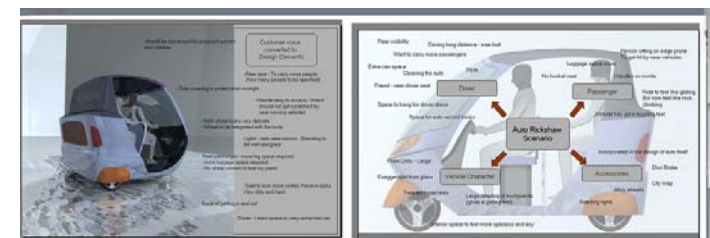
Automotive Styling



August 2004



Concept Sketches



Scenario Study / Customer requirements



Packaging Layouts

Automotive Styling



2 Gauge Concept

M&M 408 - Instrument Cluster



Proposal - 2G2

May - 2007



May - 2007

Proposal - 4G1



May - 2007

Proposal - 2G1



May - 2007

Proposal - 4G3
Night light - Amber

Industrial and Farm Equipments



Consumer / Electronic Products

Vortex
Engineering (P) Ltd.
www.vortexengg.com

ATM with
biometric Authenticator



Model Specifications

Features

- LCD screen 320 x 240 dots
122.5 x 92 mm screen area
- Electronic and Manual Lock
- Swipe type card reader / Smart card
- Thermal printer - printed at lower face
- Voice Guidance capability
- Keypad with tone indication
- Lead Through Indication
- Single slot for envelop deposit and cash dispensation

Dimensions

- Width - 540mm
- Height - 800 mm
- Depth - 300 mm
- mounted on a height of 820mm
- Weight approx (without stand) - 100 Kgs.

Operating Environment

- Temperature range : 10 deg.c to 38 deg.c
- Relative Humidity : Non condensing 20 - 80%
- Maximum Altitude : 9850ft (3000m)

Cash Dispenser Unit

- Approx. 1500 notes per cassette
- Max 3 notes per second
- Single Cassette
- Reject Bin upto 100 notes

Document Handling unit

- Receipt Print Unit (ATP 80+)
- Print method - Thermal line print
- Print Character: English, Numeric, Symbols
- Paper Settings : Semi Auto loading
- Automatic paper cutter
- Paper width : 80 mm
- Print speed : 10mm / sec.
- Spool Size : Max 100mm Diameter

Biometric Unit

- Finger print authenticator algorithm
- Optical Equipment with LED light source
- Digi cam to capture image of finger
- Pattern recog. Software to authenticate

Security Features

- Secure Electronic lock opened by bank server.
- Recessed Key pad and display
- Consumer awareness mirrors
- Rear Printing on receipts for more security
- Burglar alarm capability
- Automatically retracts forgotten cash

Salient Features

- Dispense new and used currency
- Accepts Envelope deposits
- Sensors for twin note detection
- Real time any where banking



Vortex
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ATM with
biometric Authenticator



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www.tenet.res.in

Jan 2006

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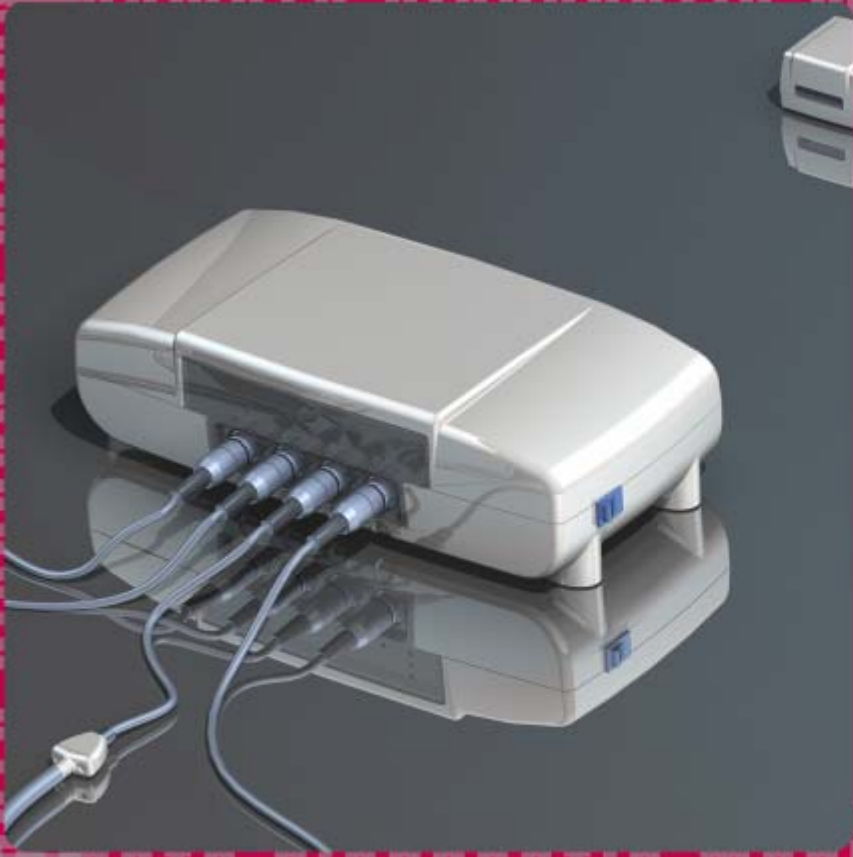
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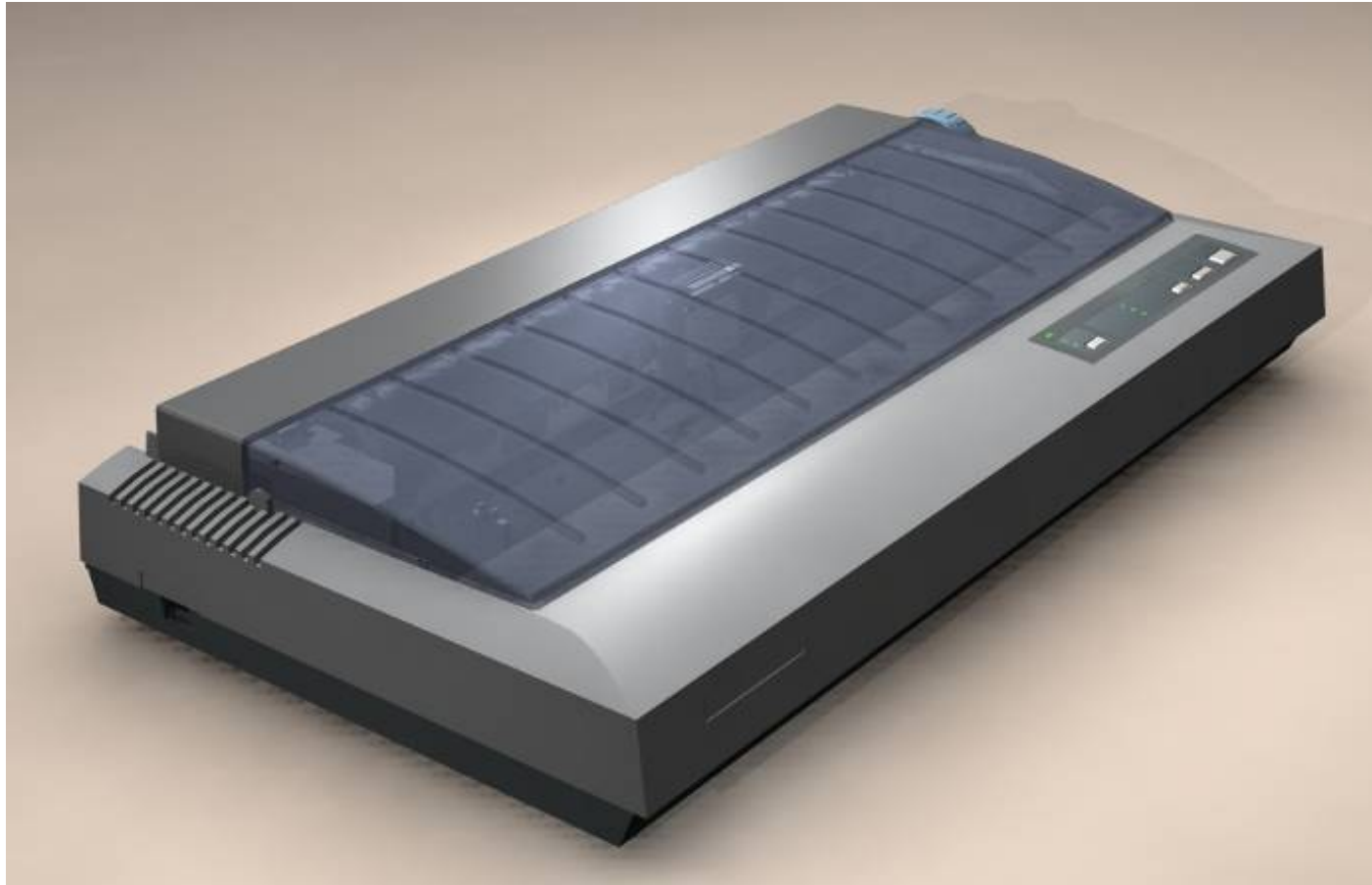
Consumer / Electronic Products



Remote Diagnostic medical kit is an equipment used for diagnosis of patients located at remote places and communicate these details via internet with doctors sitting at other end and diagnose the patients online. The Kit is equipped with sensors like ECG, Stethoscope, Blood pressure meter and thermometer.

remote diagnostic medical kit

Consumer / Electronic Products



Consumer / Electronic Products



Two scoop cuts at the curvilinear surface with large radius at the bottom of the product makes the product very interesting. Large radius given at the center of the scoops gives a very sensitive feeling, of feeling the face below it. Visual ergonomics is taken in to consideration and the person automatically brings his hand below the LED provided to receive the soap. With minimal graphics and instructions, the product form itself talks to the user of how to use the product.

The automatic soap dispenser is designed as a basic product in its category, with a very proven standard gear mechanism. Transparent container containing the soap solution and simple and elegant styling to suit the aesthetics of the bathroom environment.

The form of the product as a whole is very cubic, the top view is made with a large arc in the front face, so when light hits the front element of the made fresh plastic and clear polycarbonate, soap container, the light through out interesting gradient of shades, adding up to the light play the soap solution contained in the container also adds up to the story of the whole product visually.



The top lid is prevented from opening very easily by simple locking mechanism, a small tool like a key is required to open the top lid. This prevents from unnecessary exposure of liquid to dust and mis usage.

The transparent container lets the service people feel the amount of soap solution present, and allows them to periodically plan for replacement of the same.

In the bottom cover opening for LED, screen and access for screws are provided on the bottom surface, which are not on the visual area. Provision for mounting the product on the wall is given at the rear of the product.

INNOVA INDIA

The top lid, transparent container and the bottom cover holding the mechanism forms an integral form and are attached to each other, internally, the internal mechanism is attached rigidly to the bottom cover.



AUTOMATIC SOAP DISPENSER

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Consumer / Electronic Products



Concept 1



Concept 2



Concept 3

Consumer / Electronic Products

HALO Personal Protections Systems Ltd.



Personal Security Device [PSD]

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Personal Security Device, the main body consists of the GPS antenna, Blue tooth and VLED to indicate the status of the product.

The mini usb port is at the bottom and the on /off switch is on the left side, the right side is the Audio jack for ear piece connection.



The Front CAM body is made of transparent plastic with printing on it to make opaque spaces and leave openings for camera.

The Front cam body moves by 50 degrees in steps. The either side of cam body has 2 rubber buttons as panic switches.



The front CAM body consists of camera, light sensor and LED's for night vision lighting.



Consumer / Electronic Products



Consumer / Electronic Products



Consumer / Electronic Products

FING-TOO BRUSH



Top View



Bottom View



Rear View



Side View

Bristles - The bristles are designed in criss cross way, such that the food particles gets cleaned properly. The Rubber membrane allows the top portion of the bristles to move along with the finger movement.

The bristles diverge out gradually, from the stalk where it is held. This has been achieved during modeling in SOLID WORKS.

The Rubber Membrane in Green colour runs along the inside walls of the product. The rubber membrane allows the product to flex according to the tooth profiles.

Exploded View from Rear



Exploded View from Front

Indian people are used to brush their tooth with their hands, depicting the natural method of brushing, the fing too brush has been designed. The hand is a natural tool for brushing, it can bend according to the profile of the tooth.

The fing-too brush, is to be inserted in to the finger and it is held tightly by the profile of the finger. It can be used for large and small fingers. The green rubber material acts as a flexible membrane, which along with the finger flexing flexes to give good brushing of the teeth.

Compact **Finger tooth brush**, is designed to be carried during touring.

The existing brush has a long stalk, which occupies lots of space.

The tongue cleaner is provided at the back of the product. The translucent rubber membrane comes out through the holes in the plastic acting as tongue cleaner.



Fing-Too Brush Perspective Views



Centroid Logo is embossed in the rear of product, where the brand identity is maintained. The colour and texture of the product is retained at plain off white colour plastic gloss material, and translucent plastic gloss rubberised material. The bristles are plastic material which are translucent.

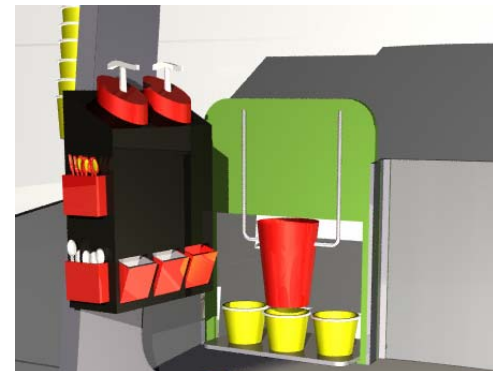


Compact Touring Kit

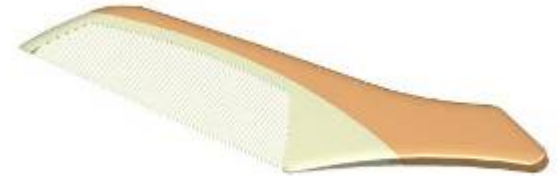


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Retail Merchandising

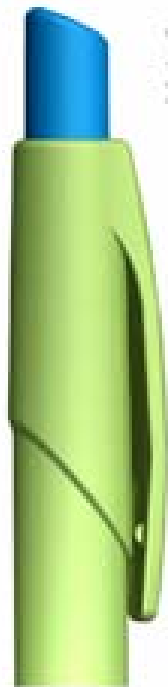


Consumer / Electronic Products



Consumer / Electronic Products

G.M.PENS INTERNATIONAL PVT.LTD.



Retractable pen designed with Clip and Gripper configurations.

The overall look of the retractable pen are made very contemporary and stylish, affording with the contemporary design trends.

From the side view a curve element gets repeated in the overall form from top till bottom. An overlapping form is brought at the rear of the pen.

The pen is made up of 3 main elements
 1. The main body
 2. Gripper element
 3. Click element

The clip buffer is made broader to accommodate pen pricing, and for branding purpose.

Sufficient area for printing is given to the clip area and in the main body also, for branding and for pad printing.

The overlapping form in the rear forms a synergy with the same type element in the gripper.



The clip design is made to integrate with the overall form. In the side view the clip merges with the form and automatically forms a very rigid vertical element.

The area where the overlapping form is then below the clip area - matte finish can be given.

The overall form of the pen is made up of large radius arcs, which are resolved around a common point. The overlapping forms merge gradually with a neat end chamber design.

The gripper is designed as a self-aligning form. The gripper continues with the overall flow lines of the pen. The pattern in the gripper is given to give a more well feel to the grip of the pen.

The tip zone is made to be elongated and pointed to give well looks in the pen carriage.

The curve element starts from the clip which is at a taper. It gets repeated in the body near the clip area, as a overlapping projection. It again gets repeated in the gripper area. Visually forming a relationship and synergy in form in the overall design of the pen.



RETRACTABLE BALL PEN - CONCEPT 1a

