

IT'S NICE THAT

About

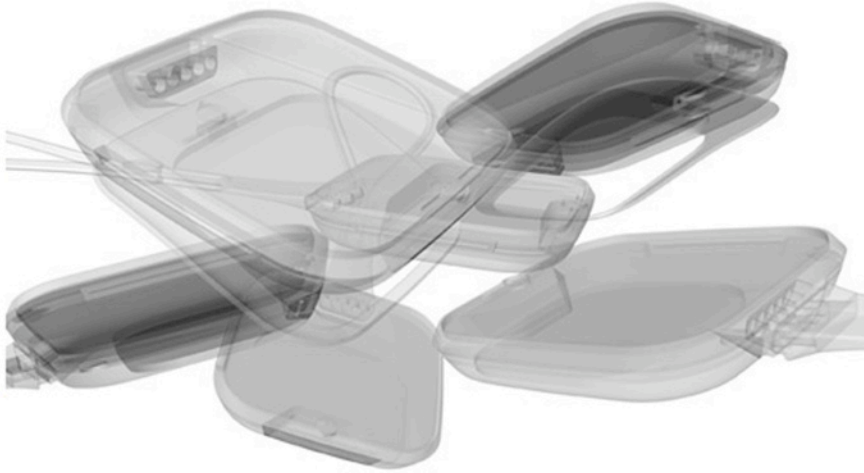
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It's Not Us

ARULIDEN

It's Not Us, Product Design

Guest Poster — Tyler Askew

NY-based design consultancy Aruliden use design to rethink brands, and allow the product be the ultimate form of marketing in a process they've termed "producting". Their latest work includes this all-in-one point of sale device, the Motorola Sparrow, which aims to revolutionize the retail experience by eliminating wait times. The Sparrow combines a scanner, RFID, communication and credit card reading capabilities into one device. In other words, you can check stock or check out right on the spot. It also introduces a unique user interface that is navigable by a touch to the back of the device. Watch this space.

www.aruliden.com

Posted by Not Us / Oct 10, 2008

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