

CMDA Ltd. Company Profile

<http://www.cmda.com>

CMDA is a European Design Consultancy and have been based in Hong Kong for many years. We have designed a diverse range of products including:

- **Consumer electronics:** Walkman, MP3 players, headphones, dongles
- **Electrical Kitchen items:** Kettles, toasters, coffee makers, raclettes
- **Medical & Baby care products:** Hospital gas analyser, digital thermometers, homogenisers, bottle warmers, infant cutlery, baby dishes and bottles
- **Telephones:** Cordless 900MHz and GSM mobiles
- **Sporting goods:** In-line skates, bicycles, bicycle helmets, rucksacks
- **Watches:** Modern classic, sporting styles
- **Premium & giftware:** Beach bags, video camera, slide viewers
- **Glassware:** Wine glasses
- **Pet products:** Cat, Dog, Ferret & Bird Toys, Fish tanks and Hamster houses.
- **Power tools:** Cordless electric drills, 12V compressors, 12V Jump starters
- **Hair care:** Hairdryers, brushes, mirrors and combs
- **High powered torches:** LED Torches and 3 Million Candle power 12V units
- **Stationary:** Staplers, hole punches, glue-sticks, rulers & box cutters
- **Handbags:** Upmarket women's bags
- **Toys:** Interactive games, spaceships, pre-school toys, toy guns, cars, motors

The following is to give you a short introduction about the Design Services that we offer to our clients.

1.0 PRODUCT DESIGN

We have a fully equipped design studio and can take designs from concept to reality as we have both Rhino Version 2.0 (surface modeller) and Solidworks 2001 (solid modeller). The software can export IGES, DXF, Parasolid and Part files, which will import directly into Unigraphics, Catia, Pro Engineer or Surf Cam so that your toolmakers can use it for tooling and reduce the time to market (We simply give you the 3D CAD files on CD and you hand that to the factory so that they can cut the metal for the tooling).

1.1 MODELS

We also provide model making and can provide any type of model from a simple block dummy model to fully finished and painted pre-production prototype made hand or by computer controlled rapid prototyping.

2.0 GRAPHIC DESIGN

We have all the latest graphic design software and can handle any graphic design job including, packaging, branding/logo design, brochures, business stationary, video, CDs, catalogues etc. and have experience of designing for a variety of different printing machines/media

3.0 DESIGN RESEARCH

We also undertake market research future trend forecasting for International clients with a slant towards product development. We analyse the products on the market not only in terms of price and functionality but also consumer values and lifestyle choices and then create niches based on these profiles. The reports are a visual display of the segmentation as well as an in depth written report which makes it easier to understand and assimilate than a conventional report using Excel sheets and text only.

Examples of the projects that we have undertaken are:

- **Inline Skates:** Inline Skates products, features and future trends
- **Mobile Phones:** Hong Kong and China Mobile Market and Users
- **Watches:** Hong Kong Watch Consumers and lifestyles
- **Inkjet Printers:** Inkjet Printers and Future Trends
- **Digital Camera:** Digital Camera Trends and Requirements in the Hong Kong and China Markets

Contact Details

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