

INNOVATIONS

An enclosure success story



CHALLENGE

Tulip E-Go Lifestyle Notebook

- Tulip Distribution International Holding B.V., one of Europe's leading hardware manufacturers, wanted to develop a state-of-the-art notebook computer to meet the increasing demand for personalized design in the rapidly growing notebook segment. The intent was to offer a premium quality product – the E-Go Lifestyle Notebook – differentiated by not only its contemporary design and organic styling, but also by a high level of personalization/individualization provided by interchangeable, lifestyle-oriented covers.
- As the world's first "lifestyle notebook," the Tulip E-Go represents a significant paradigm shift, moving from the specification- and price-driven computer market to a much stronger focus on design and personalization. Ease-of-use and style were paramount.
- In addition to changeable/personalized covers, the product is also expected to feature complementary accessories such as design bags and mice.
- Commercial launch of the Tulip E-Go is scheduled for October 2005.

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ACTIONS

- Working closely with Tulip and their other development partner, van Berlo Studios, Inclosia* Solutions** translated the original design idea of Marcel van Galen Design into a unique, aesthetically appealing notebook that was suited for volume manufacturing.
- Inclosia engineered the EXO* overmolding system to manufacture a 3D contoured housing that met Tulip's strict requirements for durability, aesthetics, fit, and finish.
- Inclosia developed a wide range of decorative solutions, including printed fabrics, leathers, and Alcantara, to maximize product personalization.
- Rapid prototyping capabilities allowed Inclosia to help maintain an extremely tight development and production schedule.

RESULTS

- The EXO overmolding system of Inclosia allowed Tulip to produce highly differentiated notebook prototypes, offering users both the latest technology and strong personal identity.
- Inclosia's globally integrated capabilities helped Tulip achieve competitive design and manufacturing solutions that met aggressive cost and production ramp schedule requirements.

SUMMARY

Close collaboration with Tulip and the other development partner, along with the exclusive EXO overmolding system, enabled Inclosia to design and produce an enclosure that creates the "wow" factor desired by potential purchasers of the E-Go notebook. In addition, Inclosia's global capabilities provided a one-stop-shop for enclosure development and manufacturing, helping to ensure timely delivery throughout a challenging development and production schedule.

This successful program exemplifies how Inclosia develops and delivers innovative technology and integrated product development capabilities on a global scale to quickly launch aesthetically differentiated enclosures for electronic devices.

Inclosia Solutions provides end-to-end product development and mass production solutions for delivering innovative enclosures. Inclosia carefully



analyzes and anticipates future enclosure direction to develop unique technologies through decades of experience in translating material science and process technology into products designed for global mass production. As the enclosure specialists, Inclosia can be your most valuable teammate because enclosures are fast becoming the key differentiating factor in portable electronic device purchases.

Inclosia Solutions is a business unit of The Dow Chemical Company and its subsidiaries.

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