



ROBRADY

design + production + capital

30+

YEARS
IN BUSINESS

40+

PEOPLE

9

FACILITIES



DESIGN

RDES

PRODUCTION

RPRD

CAPITAL

RCAP



HUMANIZE

your research

VISUALIZE

your reality

COMMERCIALIZE

your technology



DESIGN

Industrial Design

Product Design

Product and Market Research

AI Optimization

Concept Development

Ergonomic Design

Concept Modeling

Photoreal Rendering

Prototyping



DESIGN

Mechanical Design + Product Engineering

Analysis and Testing
Design for Manufacturing
Digital Modeling
Electrical Engineering
Intellectual Property
Project Data Management
Reverse Engineering
Supplier Qualifications



DESIGN

Embedded Systems

System Integration (Physical + Digital)

Electrical Engineering

Programming

Algorithms

Power Design and Management

Software / Coding

PCB Design + Fabrication

Component / Product Testing



DESIGN

Graphic + Interactive Design

Product Color and Graphics

User Interface + User Experience

eCommerce

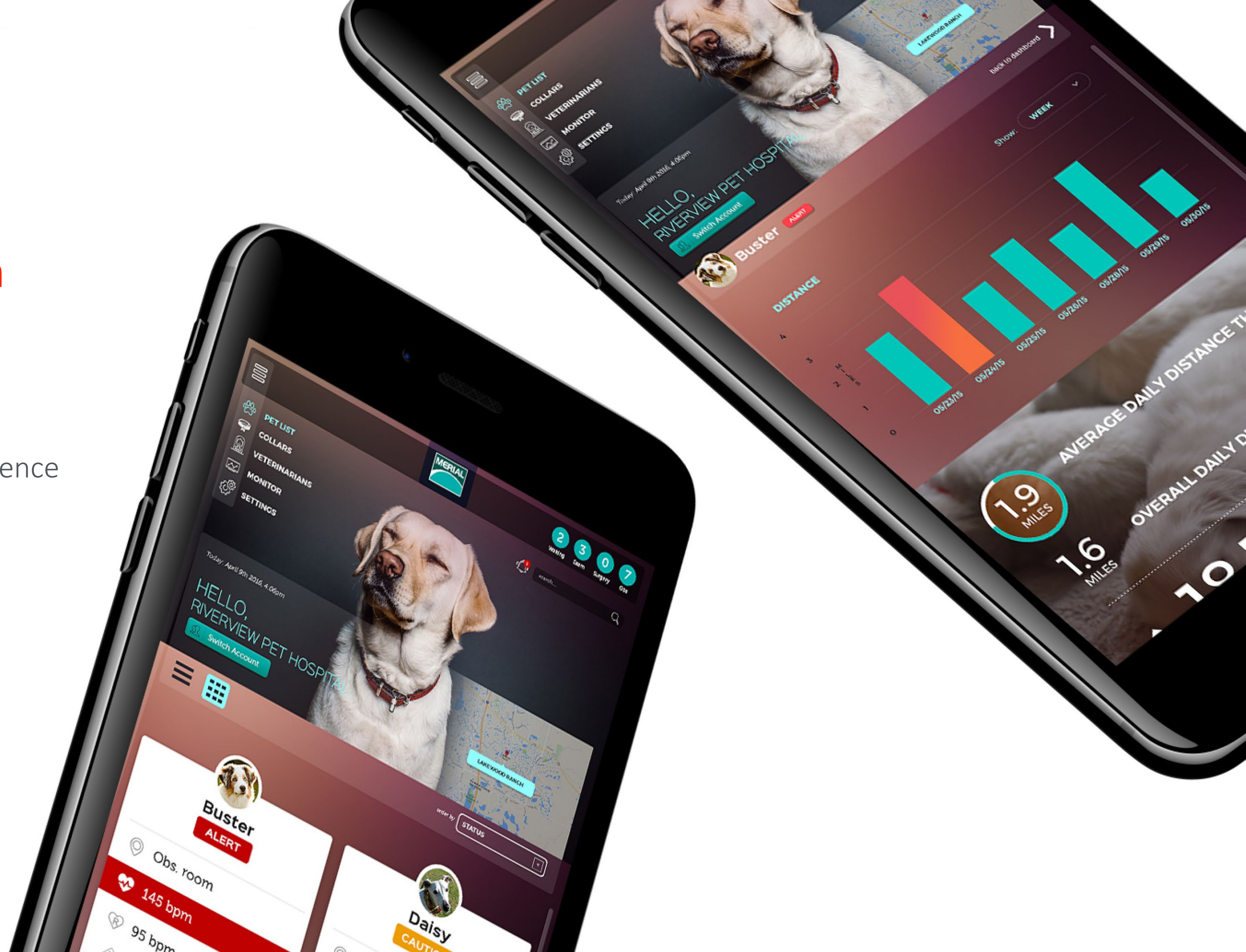
Package Design

Point of Purchase

Interactive Multimedia

Video Animation

Production Development



DESIGN

Machining + CNC + 3D Printing

CAM + CNC Programming

Lights Out Operations

Materials

5-Axis Machining

3D Printing



DESIGN

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DESIGN

Rapid Prototyping

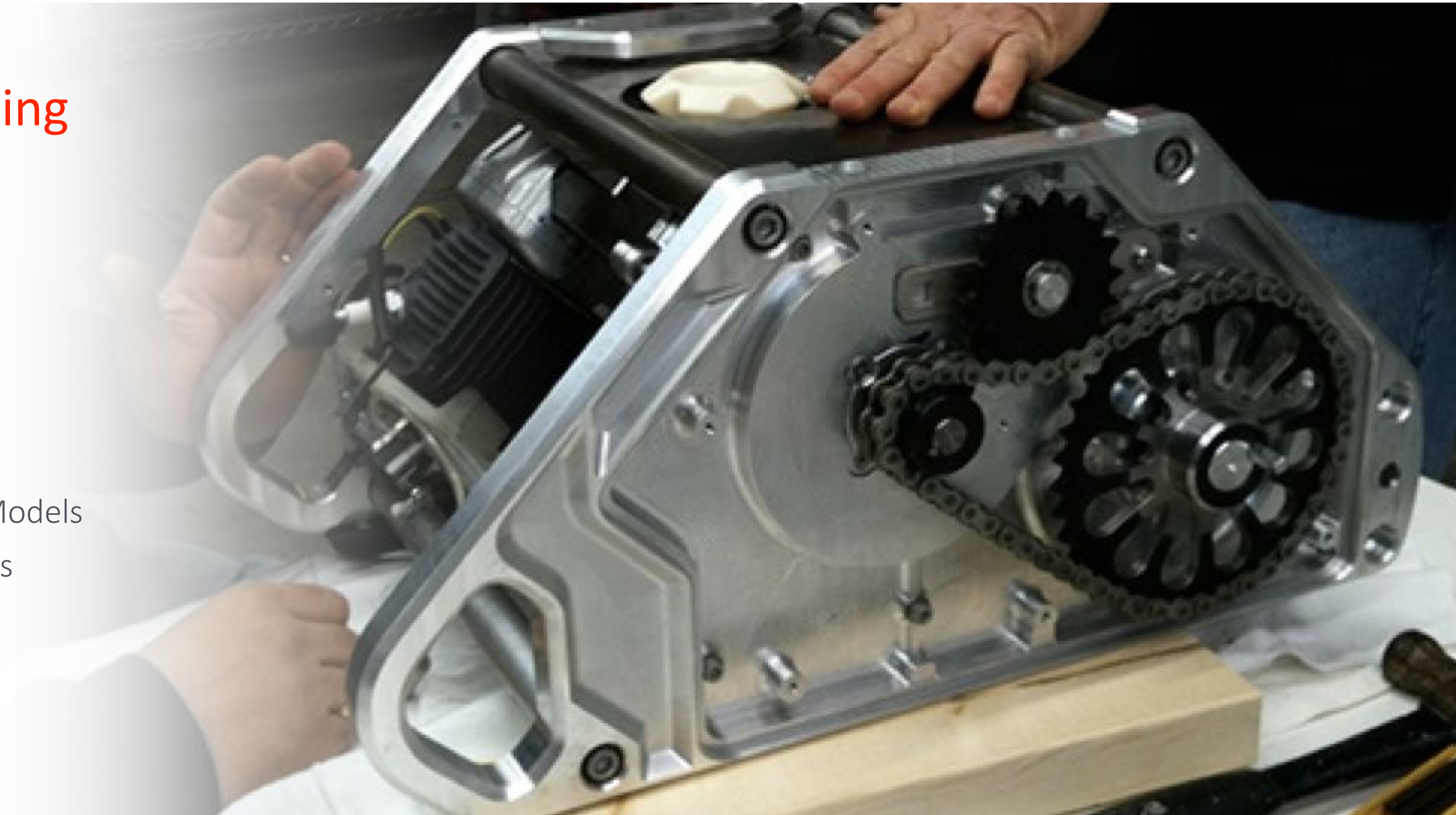
Ergonomic Studies

Form Studies

Proof of Concept

Non-Functional Show Models

Functional Show Models



PRODUCTION

Production Quality Engineering

Part Sourcing
Site Reviews + Audits
Tooling Inspections
First Article Inspections
ECO Control
PPAP
Supply Chain
Lean Manufacturing



PRODUCTION

Production Quality Engineering

Part Sourcing
Site Reviews + Audits
Tooling Inspections
First Article Inspections
ECO Control
PPAP
Supply Chain
Lean Manufacturing



PRODUCTION

Electric Performance

Electrical Architecture Development
Battery Performance Development
Testing, Validation, and Documentation
Supplier Search, Support and Management
Charging Systems
Diagnostics
Specification Review
Custom Battery Fabrication



MARKETS

CONSUMER



MEDICAL



TRANSPORTATION



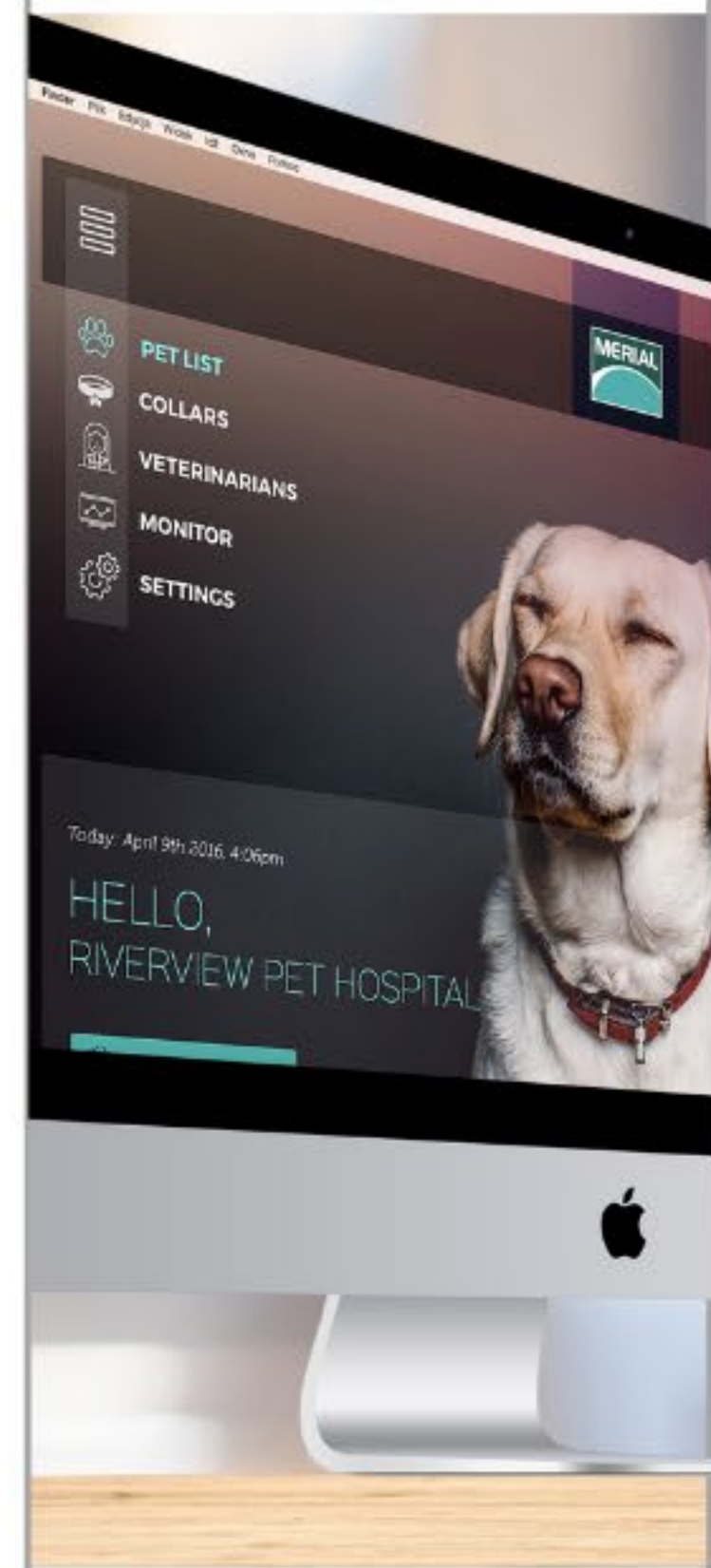
INDUSTRIAL



MARINE



INTERACTIVE + UX



MARKETS

CONSUMER



MEDICAL



TRANSPORTATION



INDUSTRIAL



MARINE



INTERACTIVE + UX

SUBJECT TRAINING SUMMARY

SUBJECT: JOHN DOE

SESSION DURATION (MINUTES)

Session ID	Duration (Minutes)
1201	45
1202	30
1203	35
1204	40
1205	25
0106	30

SESSION TOTALS

NUMBER OF SESSIONS	SESSION DURATION	FALLS PREVENTED	DISTANCE WALKED
6	00:17:00	12	3429



MARKETS

CONSUMER



MEDICAL



TRANSPORTATION



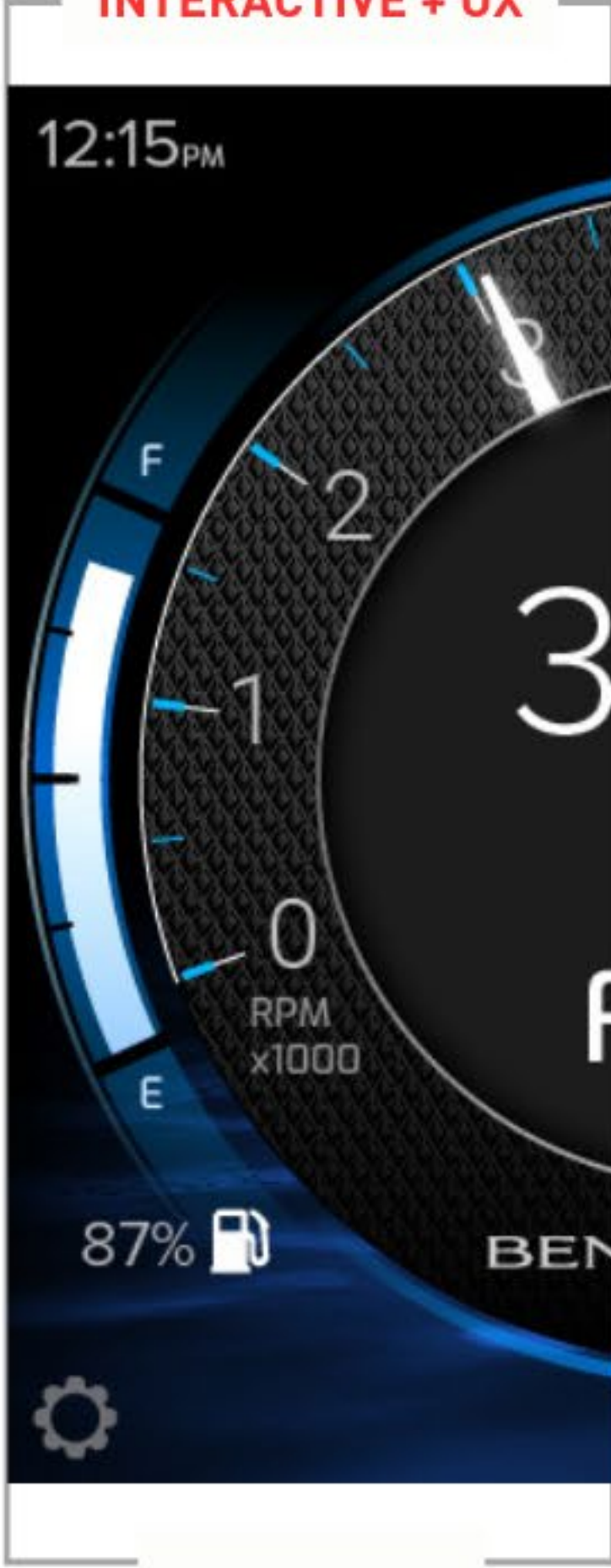
INDUSTRIAL



MARINE



INTERACTIVE + UX



CLIENTS

CONSUMER



MEDICAL



TRANSPORTATION



INDUSTRIAL



MARINE



INTERACTIVE / UX



VENTURE

SGV



ARMORIT



RXOS



ACT



GREEN DREAM



DYRT



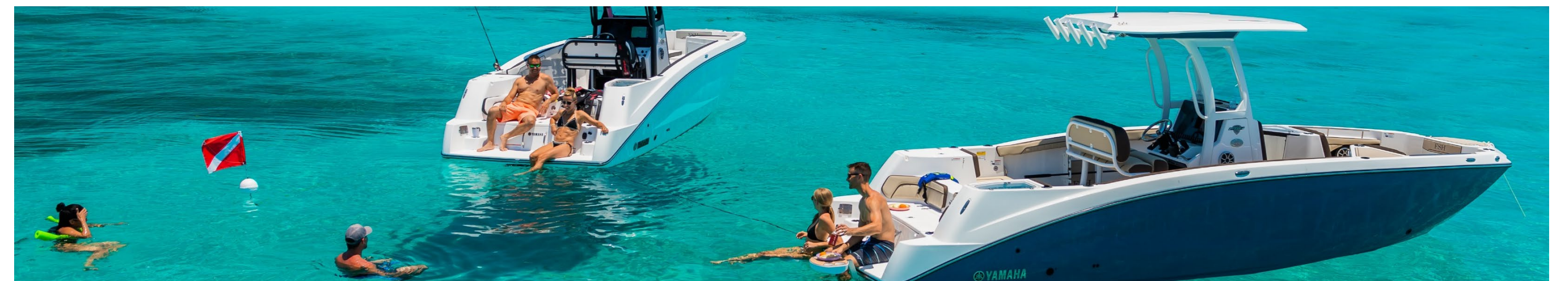
Innovation Principles

Question the Question

10% More Rule

Humanize Technology

Be a Category Leader





QUESTION THE QUESTION

ROBRADY thrives on challenging assumptions, constantly asking, “Are you sure about that?” When tasked with recreating a “Power Tower” for swimmer resistance training, we questioned its necessity.



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reddot winner 2020



M U S E





LOCKHEED MARTIN 

10% MORE RULE

ROBRADY doesn't just meet expectations—we exceed them with our 10% More Rule.



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reddot award 2015
best of the best



reddot award
design concept





HUMANIZE TECHNOLOGY

ROBRADY loves **technology**—and we especially love humanizing it – and by designing smart user experiences, we create “approachable technology.”





YAMAHA

BE A CATEGORY LEADER

At ROBRADY, we thrive on collaborating with the best, and the best seek us out. Our work with Yamaha Marine exemplifies this.



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MUSE

SPARK





ROBRADY

ROBRADY design + production + capital
1040 Commerce Blvd N.
Sarasota, FL 34243 USA
[ROBRADY Video](#)

+1.941.359.6656
studio@robrady.com



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reddot award
design concept