

Madwaves

Madplayer is much more than an MP3 player

Madplayer was the clients' first product to emerge from its proprietary DMM technology platform. The player was developed to give young audiences the "on the go" ability to easily create, play, interact with, listen to, modify and transport professional-sounding music in a digital format. The project team helped guide the market positioning, product architecture and aesthetic design as well as lead the GUI design, mechanical engineering and product packaging design for this new category of product.

