



MEDICAL DESIGN FOR NAVISWISS

Reloaded with a flying start

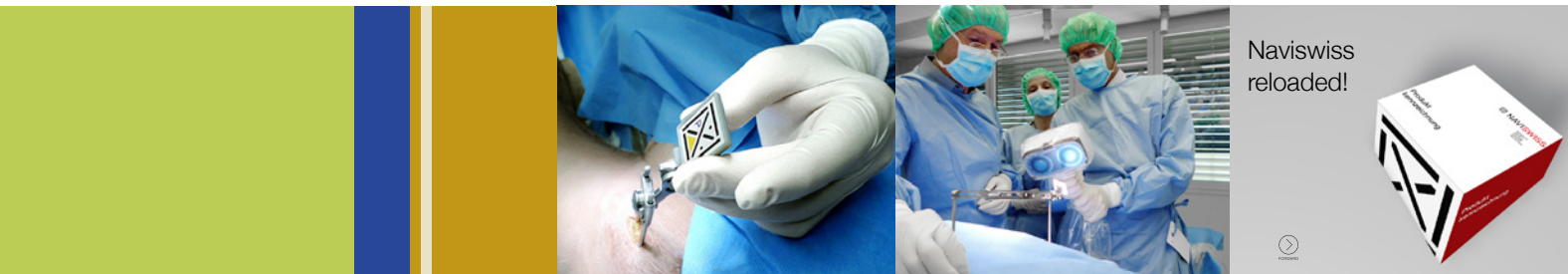
With Naviswiss, surgical navigation is reduced to the essential. This saves costs and improves quality.



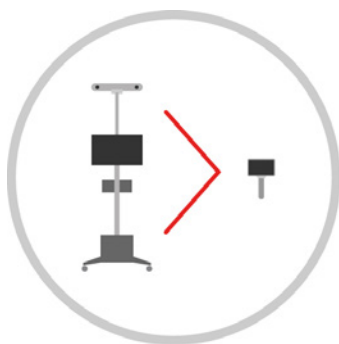
A redesigned product and a dynamic new team have breathed new life into the Naviswiss company. The new approach, launched under the motto "Reloaded", also convinced investors.



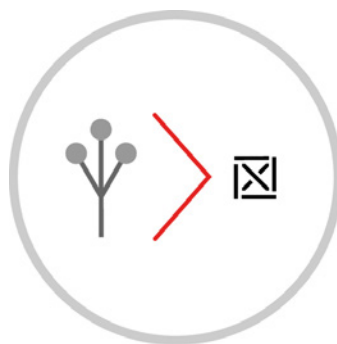
A'Design Award 2017



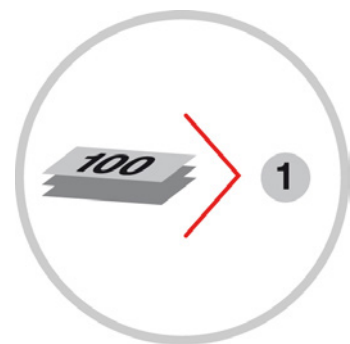
Communication development went hand in hand with product development.



SMALL



SIMPLE



AFFORDABLE

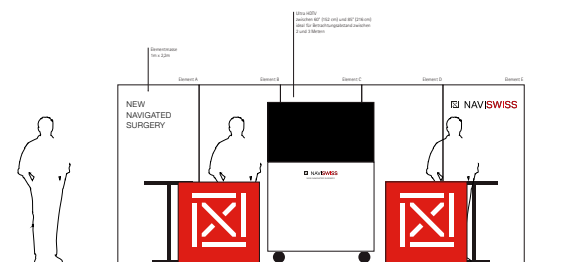
The graphic, didactical visualization of the arguments simplified the product for a convincing launch in the market.

With the motivation to launch New Navigated Surgery, the Naviswiss company is starting with innovative technology and a lot of verve. The goal: to successfully establish a small, mobile, ergonomically developed hand-held unit for surgical navigation in the market.

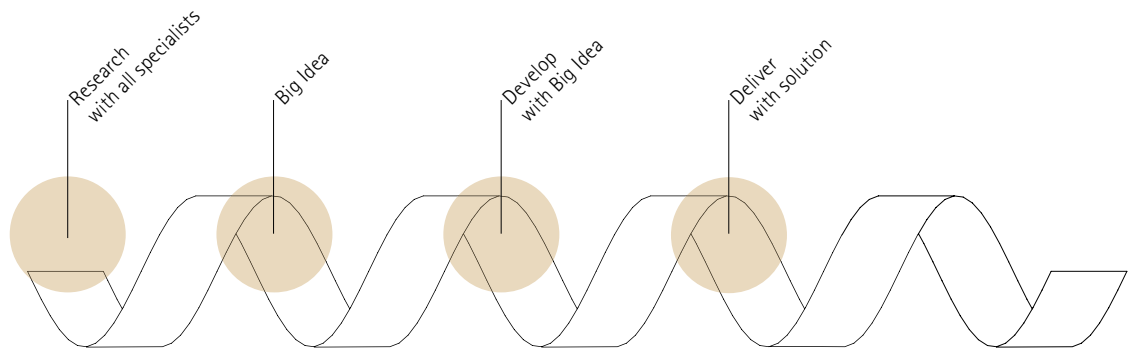
The decision was made to combine the upcoming market entry with a new branded product. The wish for clear, easily understandable communication was the top priority for this relaunch.

All means of communication will be implemented through in-house marketing. Pragmatism and simple handling of the templates constituted major prerequisites for implementation.

Erdmann Design created the necessary guidelines and basic elements. Human-centered design processes, supported and shaped the prototyping, medical regulation and implementation of the device.



The hand-held unit made by Naviswiss replaces larger navigation systems.



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