

dopod

Inspiring a new generation of communications

The challenge in launching a new wireless technology company and the first wireless pocket PC in China was to create a uniquely compelling brand in a severely crowded marketplace.

FutureBrand was engaged to develop a keenly inspirational brand strategy, naming, brand identity system, and implementation that would be relevant for both the company and the product.

We identified the brand positioning statement: "Together we will explore new ways to communicate." The new name "dopod" suggests innovation, usability and activity. The identity concept, inspired by the binary coding '010101', with 5 rings and 3 dots symmetrically aligned represents the 'zeros' and the 'ones'. The rings also mean to suggest global coverage...over vast continents and 5 oceans. The tagline, "your world in one" refers to the brand as being at the center of one's world of communications and at the same time providing a point of access to other worlds.

The dopod 686 device, launched as the first combination Pocket PC (using the Microsoft Pocket PC 2002 operating system) and mobile phone – the first to use GPRS (general packet radio service) system in the Chinese consumer market, is now setting the pace for innovation in this industry.

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