

SATMAP ACTIVE 20

Collaboration with Satmap Systems to create the ultimate rugged, high-performance sports GPS device

THE CHALLENGE >

Technology doesn't stand still. As innovative developments emerge and old components become obsolete, even the most successful products cannot stay the same. Products with long-established supply chains and manufacturing lines need to be redesigned to incorporate next-generation parts that are usually stronger, faster, cheaper or in line with new regulations.

Following the success of its Active 10 and Active 12 GPS devices, Satmap Systems decided to create the next generation of Active devices – with improved screen toughness, button functionality and waterproofing. It also wanted to incorporate new features such as a touchscreen, Wi-Fi connectivity, improved GPS and a unique dual-battery system.

The Active range has traditionally been aimed at professional military users, mountain rescue personnel, and mountain biking and hiking enthusiasts. But the new technology platform had to potentially work across other products that in future may target new markets.

THE SOLUTION >

Having worked on the previous Satmap Active products, Cambridge Design Partnership was the natural choice to work on the next generation in the product roadmap.

Our first step was to gain human factors insights and gather customer feedback from previous models to feed into the design process. Our industrial design team then worked to maintain and enhance the brand, while our engineers integrated the new functionality and developed the mechanical design to meet the extreme requirements of Satmap customers.

Proof-of-concept tests ensured that the custom Gorilla Glass touchscreen within the ultra-rugged case design exceeded IK7 grading in impact tests and achieved IP68 rating for water submersion.

We also sourced and set up the suppliers and manufacturing process – and designed the manufacturing fixtures for assembly at the Lancaster production line in the UK.



“We’re really pleased with the Active 20 – we’ve integrated all the exciting new technologies we were hoping to, while maintaining our customers’ favourite features. We are confident the Satmap experience will be better than ever.”

Howard Dyson, managing director and founder, Satmap Systems

BENEFIT TO CLIENT >

The new Active 20 was a sell-out success within days of its launch.

Satmap now has a product platform that is fully up to date and supports further development to expand its product portfolio and make upgrades to the Active 20. It has also established a cost-effective and flexible UK manufacturing base.

