



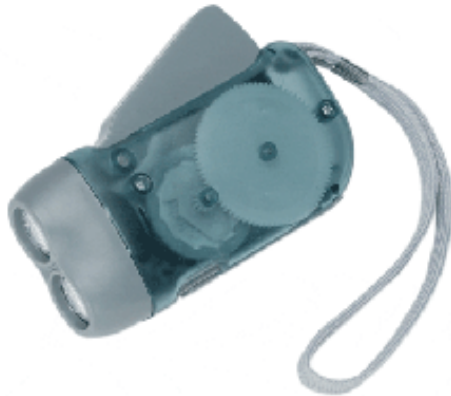
Battery-Free Remote

Mock-Up Review

Purple A

Battery-Free Remote

- Spinning dynamo powers remote

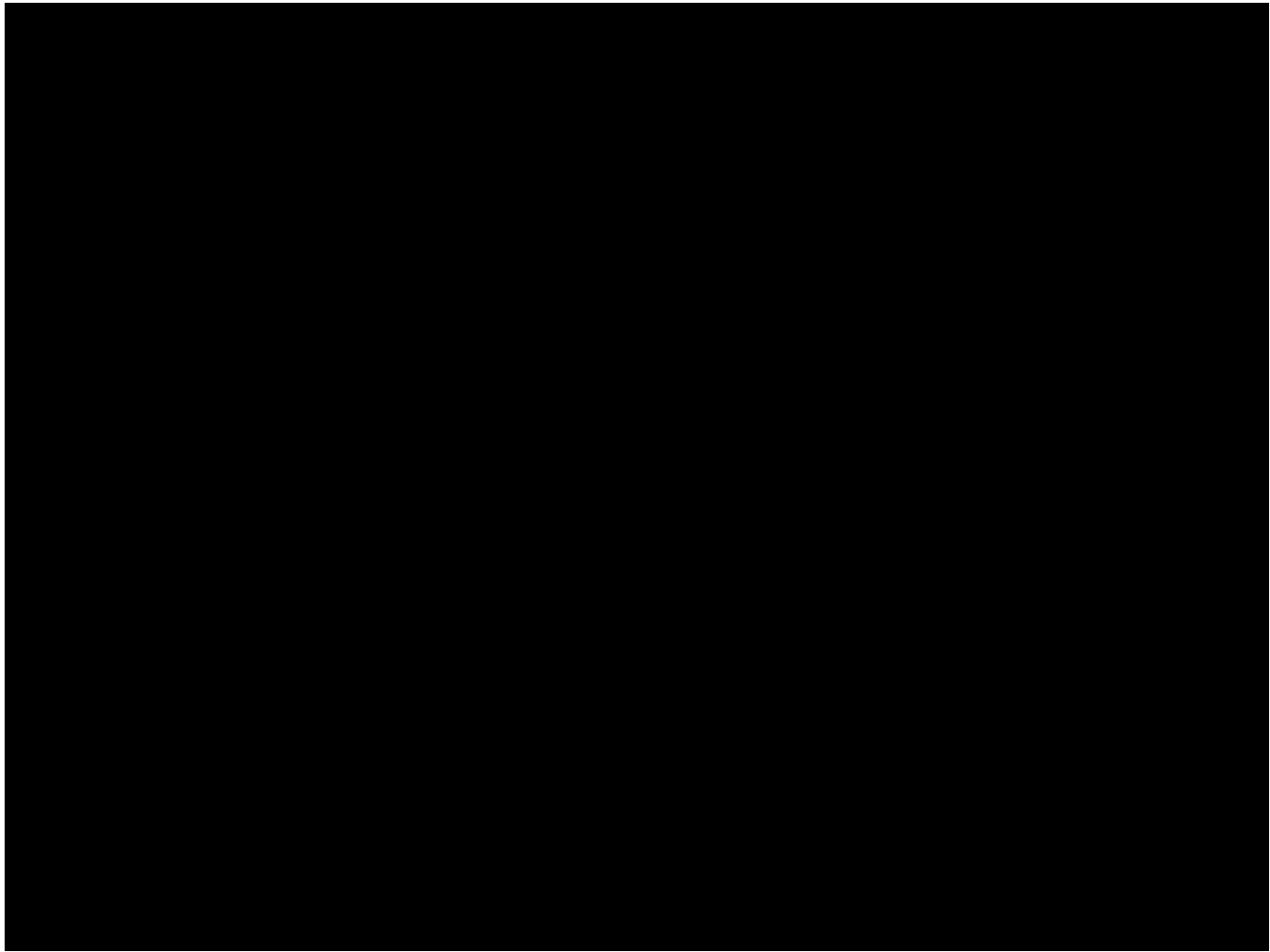


- Innovative, not inventive!

Key Risk: Usability

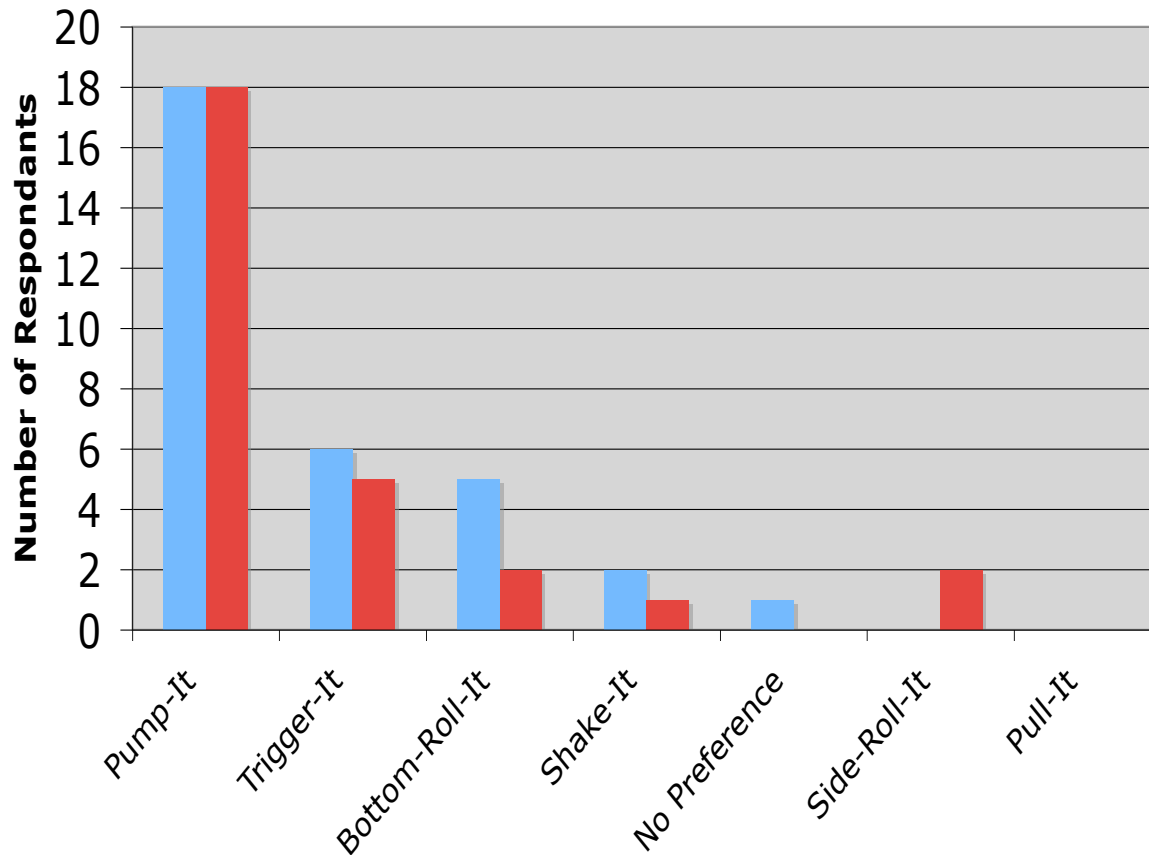
- Solicited user feedback on six user interaction styles





Key Observations

Favorite Most Intuitive



- Pump-It & Trigger preferred overall
- Results suggest form follows function



Key Observations

- Obvious to use
- Handed-ness
- Natural/familiar motion
- Able to use and power remote concurrently
- Users willing to pay 20% premium