



PRODUCT & BRAND DESIGN FOR THIS AG

## This is SOPHI!

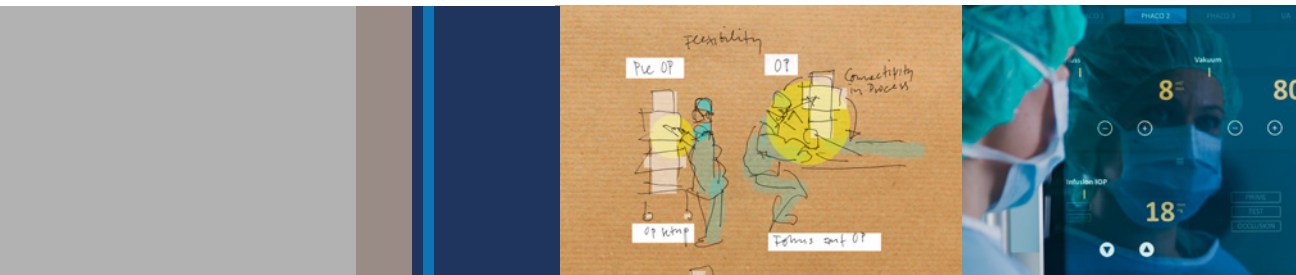
Our model for identity-establishing brand development accompanying human-centered design.



It proves extremely useful to already deal with brand development at an early stage and professionally. In this way, sound corporate values are created for communication and marketing; later, when the product is launched on the market, these values will already be established.



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The easy-to-use design enables optimal support for doctors and the surgery team.

**sophi** swiss  
ophthalmology  
innovation

The advantages of the SOPHI brand can be seen right away.



In 2018 the international ophthalmology industry will experience a world premiere. SOPHI, the new Phaco system, wireless and equipped with a large number of technical innovations, will be presented to a broad expert public for the first time at the Annual Congress of the European Society of Cataract and Refractive Surgeons (ESCRS).

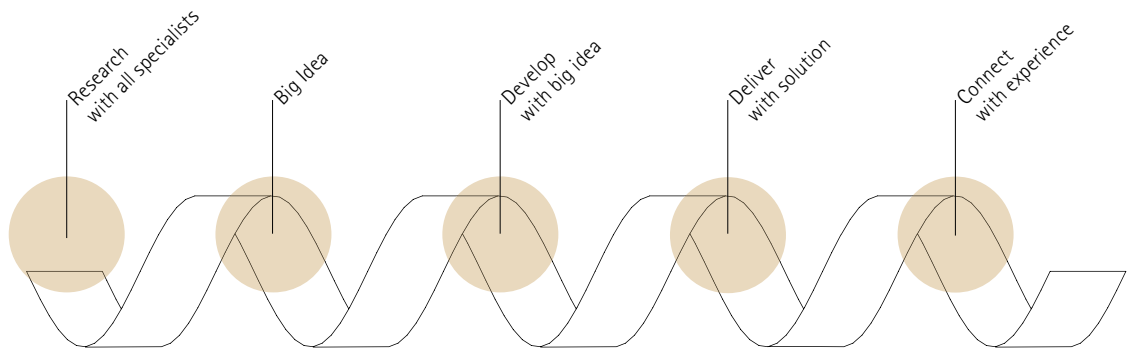
For implementing the design and branding, the team of developers headed by Thomas Köppel, CEO of the Swiss company This AG in Heerbrugg, decided on Erdmann Design.

Erdmann Design was able to carry out the tasks of naming, branding, screen and UX design as well as human-centered product design with a lean team.

The result is a user-friendly, technically highly innovative product. The brand SOPHI is self-explanatory and, at the same time, conveys an emotional quality which is welcomed by everyone.



Early model and prototype:  
The dry labs were conducted in a cardboard model.



Projects since 2014

- Sub projects:
- Human Centered Design
- Experience Mapping
- Workshops
- Naming
- Branding
- Industrial Design
- Production documents
- Production data
- Marketing seminar
- Market introduction
- Testing
- Certification

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