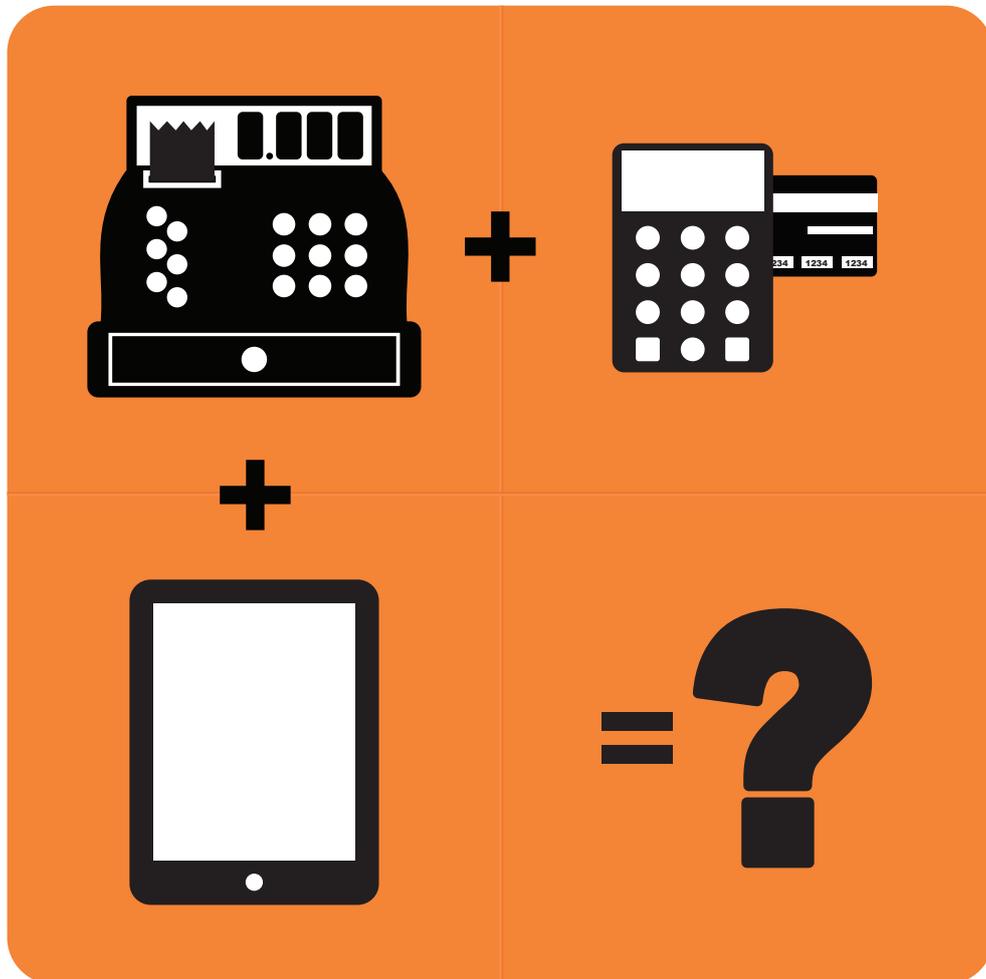




reDock



Summary

H-Farm ventures launches “reDock”, a product design contest aimed at designing an iPad stand that works in combo with the new *mPOS* devices (mobile point-of-sale).

Link - <http://des.al/reDock>

Description

H-Farm, the internationally acknowledged venture incubator, is fostering the revolution of the traditional payment methods thanks to the support of the new digital technologies and such innovative devices as smartphones and tablets.

In place of the traditional cash registers, advanced *mPOS* devices are establishing in the market, which – once connected to a smartphone or tablet – allow the management of on-the-go transactions with Credit or Debit Cards.

mPOS devices allow business owners to conduct on-the-go transactions, without using physical cash registers. Several companies have so far developed *mobile* solutions that connect to your smartphone and read credit or debit Cards. The *mobile APPS* that work with these new devices usually resemble the traditional cash register interface.

The functioning of the device is very easy:

1. the device is connected to a smartphone or tablet through the audio-jack input;
2. the amount is dialed in the smartphone or tablet keyboard;
3. the credit/debit card is inserted in the device by the Client;
4. the Client dials the PIN code in the keypad of the *card reader* and the transaction is completed.

What we need

H-Farm relies on the expertise of the Desall creatives to find the *smart* cash register that will replace the traditional point-of-sales usually employed in common shops or businesses. For this reasons, participants are invited to focus on the study and design of an **iPad stand** where the new *card readers* can be hosted.

Particularly, for the correct realization of the proposals pay attention to the following guidelines:

Functioning: design a stand suitable for hosting an iPad 2 and at the same time also a *card reader*. The stand should be able to rotate so as to allow the business owner to dial the transaction amount on the tablet and the buyer to see the amount, place the signature – in case of Credit Card payments – and do other operations. The *card reader* necessarily needs to be oriented towards the buyer but may also possibly allow for an adjustable position.



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Size: keep in mind that the stand, a part from hosting an iPad 2, should also have room for the *card reader* where the card will be inserted and the PIN code dialed by the card holders. Such device (*card reader*) has the following size: 65x80x17 mm

The way *card reader*, tablet and power source are connected, should not be focus of enquiry, because the final producer will undertake all the necessary studies once the contest is over.

Shape: study a functional, not bulky and easy to use stand. The card reader seat should give stability to the device, which should be easily unplugged for independent use. Creatives should propose a simple solution for the card insertion and study a practical location for the card reader.

Find a clean design to be easily employed in any business whatsoever (shops, restaurants, etc.).

Timeline

Upload phase:	29th October - 10th December 2013
Community Vote:	11th December - 17th December 2013
Client vote:	18th December 2013

Eligibility and submission

Participation is free of charge and is open to designers and creative talents of any nationality and age. Participants can choose to present one or more projects, but only projects published on the web site www.desall.com via the upload page devoted to "reDock" will be accepted.

Award

1st : € 2,000

The selection of the winner by H-Farm will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief.

