

# BraunPrize2007

## finalist

**trips: the camera that takes digital photography to a whole new level**



### **The concept**

trips is a robust digital camera which allows the user to experience new perspectives and perceptions and takes the potential of digital photography to a new level.

### **How it works**

The camera is equipped with three protected fisheye lenses and allows for an active, spontaneous and playful photography experience.

### **The benefits**

This product can take images while being thrown, suspended or just being placed in an unusual location. It captures the moment by responding to sound or movement, or by reacting to the manually operated release. Sequentially taken photographs are possible as well as 360 degree panorama images. All working parts are integrated in the robust casing and can be operated easily and intuitively.

Pictures can be wirelessly transmitted to a separate display unit for display. This unit functions as a processing and storage device and the camera's charging station.

### **What the jury said**

This innovative, conceptual yet practical product captures the spontaneity of the moment by showing unexpected images and perspectives of our experiences. The product develops the idea that our point of view is sometimes arbitrary and not controlled by the photographer. As a result, the act of picture taking does not remove the photographer from the experience.

The jury believes that further development and extension of the basic idea could result in a wide range of exciting applications in many different areas, such as children's education and artistic expression.

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### Franziska Faoro

1979	Born in Haan, Germany
1996-1997	Student exchange year Pennsylvania, USA
1999-2001	Anglistics, Linguistics and Sciences of Design and Art, University of Wuppertal
2002	Internship at Delphi Automotive Systems, Germany
2005	Internship at GRO design, The Netherlands
2005 - 2006	Work & Travel, New Zealand
2001-2006	Diploma in Industrial Design, University of Wuppertal



### 1. Why did you choose this subject for your project?

I always wondered, why is it that enjoying a moment and capturing that very moment are two separate things? For my final project I wanted to design an innovative image capture device that would combine these needs by truly exploiting the potential of digital photography.

### 2. What is the function of the product?

Triops is a robust digital triple-lens camera which reacts to sound, motion or manual triggers. With its three protected fish eye lenses, triops shoots 360° panoramas as well as sequels that show more than just one direction. The intuitive and simple user interface with its soft in-mold rubber buttons invites the user to explore and combine different settings for trigger, interval and sequel/ panorama options. Images can be wirelessly transmitted and displayed on a separate screen unit, which not only functions as editing and storage device, but as a charging station as well.

### 3. Are there other products with a similar function already on the market?

There are basically three types of products available that share one or more similar functions with 'triops': digital still cameras, camera phones and 'toy cameras' such as film cameras with one special optic effect (e.g. Lomo SuperSampler).

The trigger options of these cameras though are limited to manual release only, their user interface is often overly complicated and the images show only a small section of the visual experience. On top of that is that most cameras are too fragile to be used in an active and playful way.

### 4. If so, what advantages does your product have over the existing products?

By capturing its environment through three aligned wide-angle lenses, 'triops' allows a hassle-free 360° panorama experience.

Three different kinds of trigger options in combination with a simple and intuitive interface provide new scenarios of use that weren't possible before.

The robust, water and shock-proof casing, versatile mounting and set up options as well as the separation of camera and screen make 'triops' truly fit for use.