AHEAD

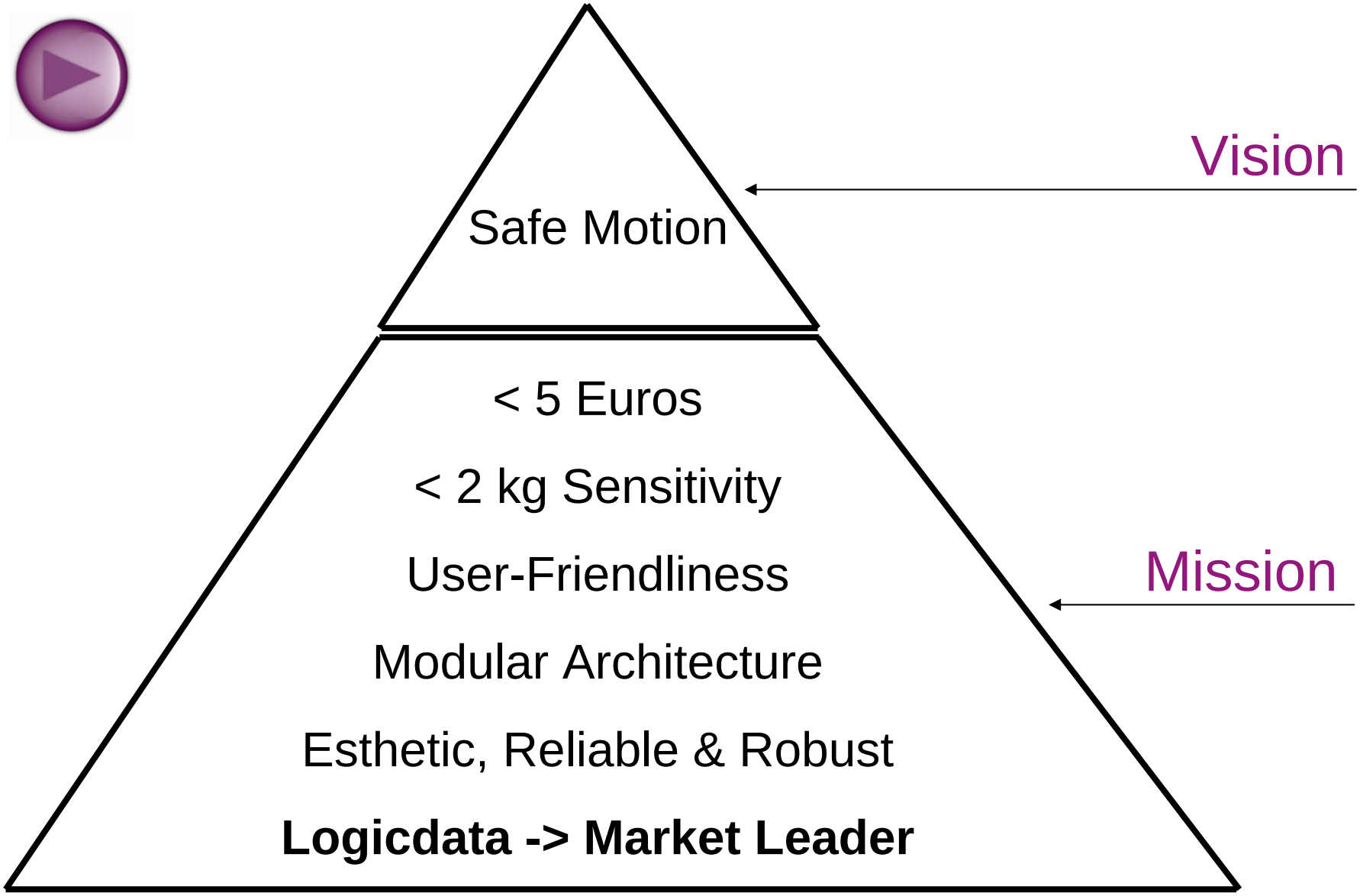
Advanced HEight ADjustment

FINAL PRESENTATION

TASK DESCRIPTION

One of the problems with height adjustable office desks is that it continues moving even when there is a crash with an obstacle.

The project goal was to find a solution to detect and stop the table immediately as it hits an object.


Safe Motion
Vision
< 5 Euros
< 2 kg Sensitivity
User-Friendliness
Mission
Modular Architecture
Esthetic, Reliable & Robust
Logicdata -> Market Leader

TEAM

Projekt Management

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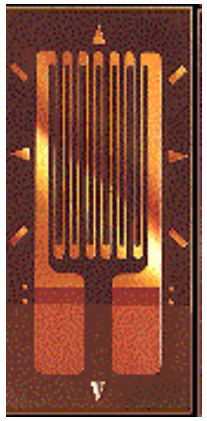
Finance

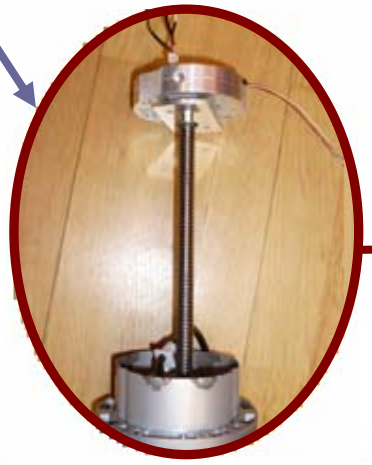
Miikka Hannonen
TU Tampere

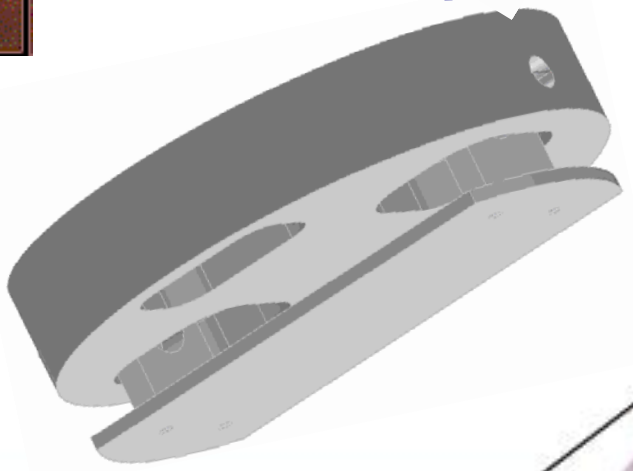
Jussi Vanninen
TU Helsinki

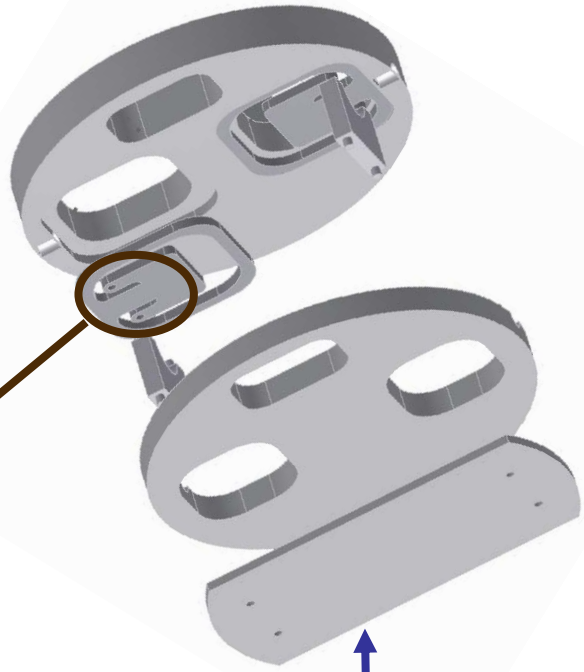
TWO WORKING PROTOTYPES

LOAD CELL PLATFORM

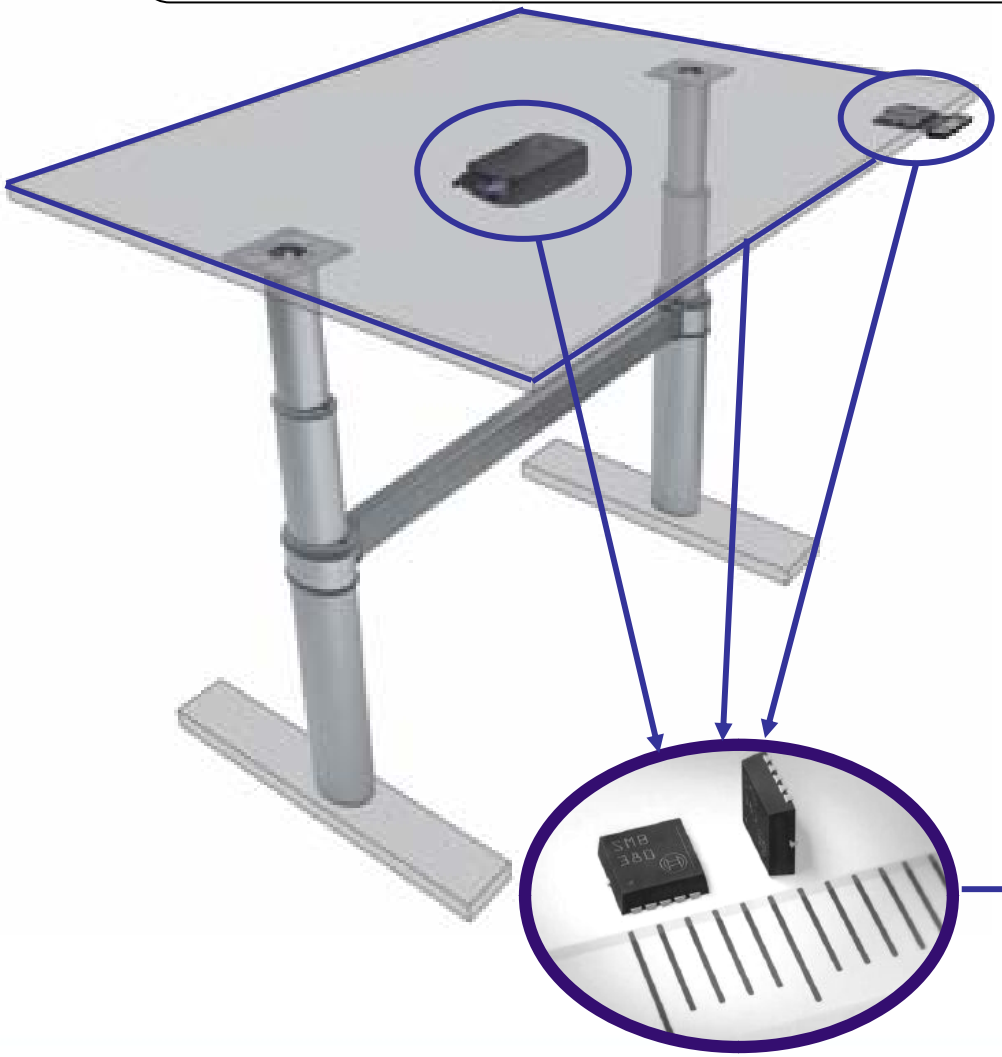


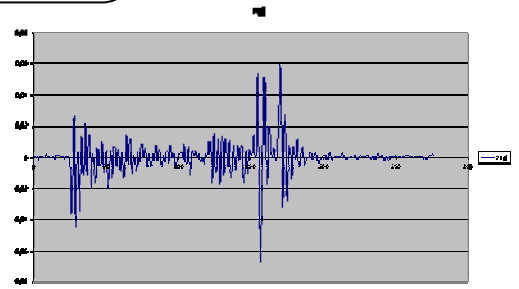


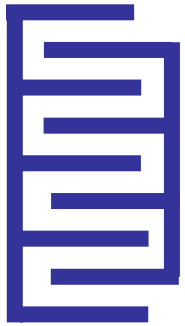


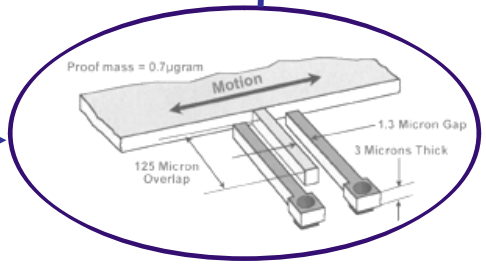


MEMS – ACCELERATION SENSOR









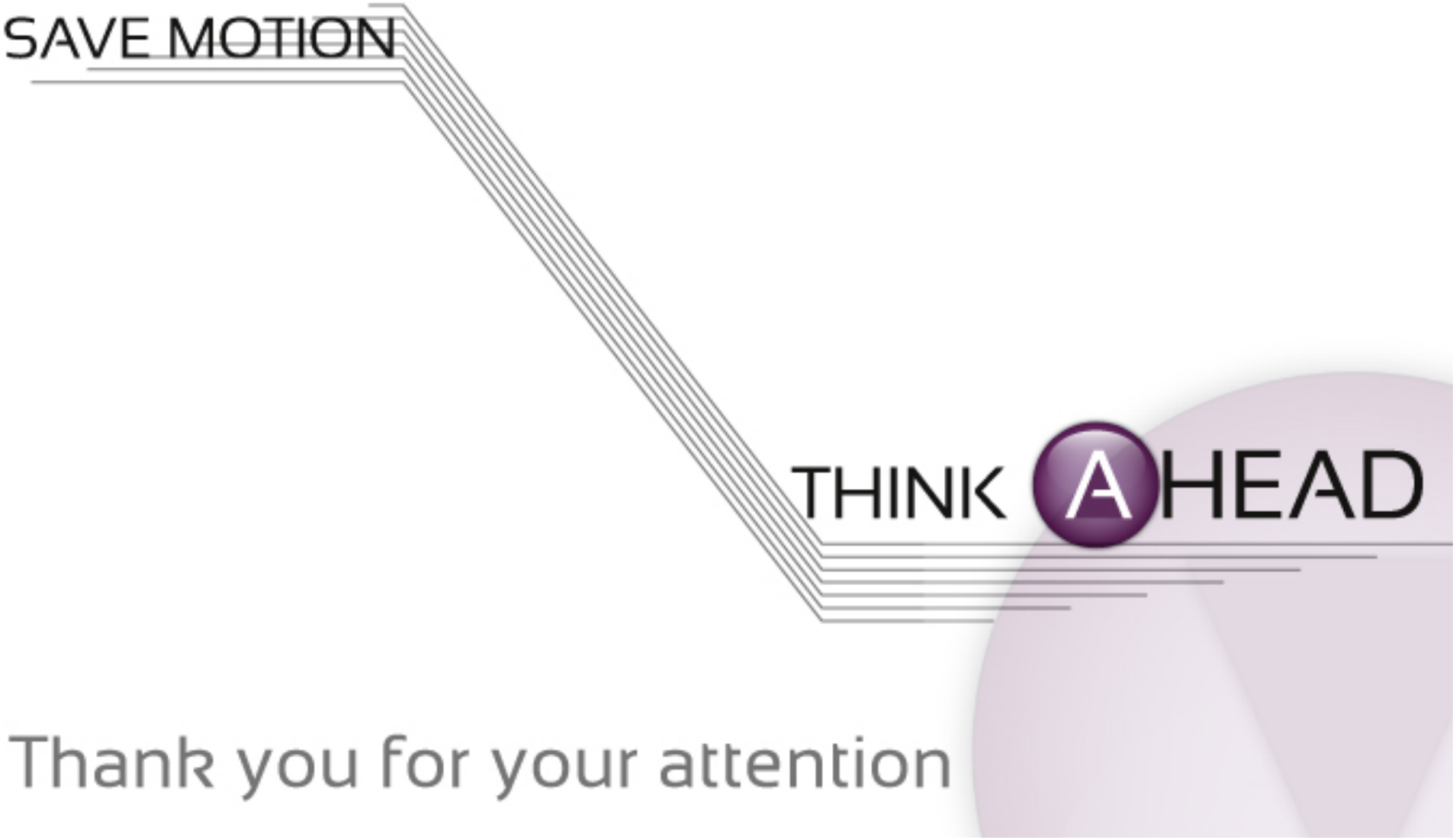
Possible effects on sales

- Costs < 10 € a table
- Logicdata contribution margin ratio 35 %
- Average price for a control unit is around 40 €
  - With these figures LD should get about a 5,4 € contribution margin per sold safety system → an average price for the safety system would be 15,4 €
  - This means an addition of 15,4 € in revenues per a sold safety system

Possible effects on sales

- Logicdata sells about 300.000 control units a year
- If the safety system is sold to 1/2 of the customers → an addition of 2.310.000 € in revenues is achieved or 810.000 € in contribution margin
- In 2007 Logicdata's revenue was about 10,7 Mio € → the addition would be 21,6 % with 150.000 sold safety systems

PARTNERS AND SPONSORS



Thank you for your attention