



PORSCHE DESIGN
PORSCHE DESIGN

MOBILE PHONE
MOBILE PHONE

- MORE THAN A MOBILE PHONE, A LUXURY OBJECT
- ONE YEAR TEAMWORK BETWEEN PORSCHE DESIGN STUDIO
AND SAGEM MOBILES
- UNPRECEDENTED DESIGN AND CONSTRUCTION



“If you think about the function of something long enough, the design sometimes simply becomes obvious”
Professor F. A. Porsche

POSITIONING

- 4 MAIN STREAMS :
- PERFORMANCE
 - PRECISION
 - PASSION
 - PURISM

POSITIONING

WITH ITS CLEAR POSITIONING IN THE LUXURY SEGMENT AND ITS TECHNICAL / FUNCTIONAL BACKGROUND, PORSCHE DESIGN TARGETS:

- The “modern man”
- Between 35 and 55 years of age
- Opinion leaders
- Insiders in the luxury and design markets,
- Men with great spending power interested in luxury, technology and design
- Porsche drivers and fans as well as design fans



PORSCHE DESIGN PRODUCTS ARE CHARACTERIZED BY:

- Reduction of the design to its essential functions
- Use of innovative and high-quality materials
- Clear & streamlined language of shape and form
- Absolute perfection in every detail
- Combination of traditional craftsmanship and engineering with the latest technology

P'9521



DESIGN

PRODUCT DESIGN AWARD 2008 SAGEM AND PORSCHE
DESIGN ARE PROUD TO ANNOUNCE ONE WINNER



product
design
award

2008



PRIORITY TO QUALITY
AND TIMELESSNESS

3 KEY HIGHLIGHTS

- DESIGN
- MATERIAL
- TECHNOLOGY



ONE YEAR'S TEAMWORK DEVELOPMENT BETWEEN PORSCHE
DESIGN STUDIO AND SAGEM MOBILES

PORSCHE DESIGN STUDIO

- Designing the second Porsche Design mobile: Complete range.

SAGEM MOBILES

- A technical adaptation to the most complex materials: Aluminum and mineral glass
- Use of specific industrial tool which shapes the metal to allow handset to emerge.
- The P'9522 is manufactured in France in the Sagem Mobiles factory. Each part is unique and assembled by hand.

MATERIAL

MILLED OUT OF A SOLID BLOCK
PURE FINISH OF THE MANUFACTURE PROCESS

ALUMINUM

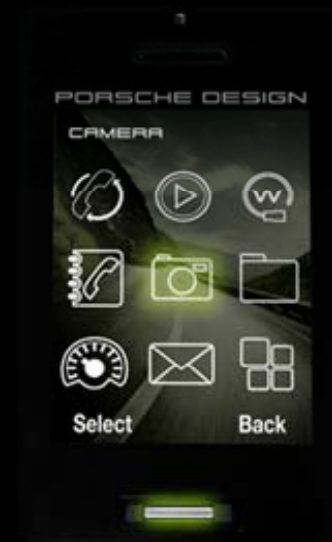
MINERAL GLASS



P'9522

TECHNOLOGY

FINGERPRINT BIOMETRIC SENSOR



WAYFINDER - BLACK'S SERIES N°2

G.P.S



TOUCH SCREEN



A LUXURY MANUFACTURING PROCESS



PORSCHE DESIGN

P'9522

MOBILE PHONES
P'9522



FEATURES

- G.P.S



- WIFI



- SCREEN 262 144 COLORS
400 X 240 PIXELS
2,8" SCREEN

- FINGER PRINT BIOMETRIC SENSOR

- TOUCH SCREEN



BIOMETRIC
SENSOR
SCANNING

750 E
RPP: 1200 E

P'9522

MOBILE PHONE



THANK YOU