



## CASE STUDY: CONSUMER ELECTRONICS

# Sounds like we've got a winner.

## The Challenge

Ultimate Ears, a Logitech brand, was in search of materials to bring their new social speaker, the UE Boom, to life. The goal was to eschew traditional materials and provide a completely new experience combining strength, beauty, and functionality.

## Key Requirements

- + Design for Manufacturing Support
- + Material Sourcing
- + Materiality

## The Discovery

Material ConneXion found inspiration for the design in the office - literally. The materials sourced for this now iconic design were intended for high-performance office seating; here it brings warmth, durability, and water- and stain-resistance to the speaker's surface while maintaining its acoustic transparency. MCX worked with design and engineering teams to deliver this revolutionary Bluetooth speaker.

## The Material Solution

UE Boom became Logitech's best selling product in all categories. The speaker has delivered triple-digit sales growth since its inception and allowed Logitech to become one of the top three brands for mobile speakers in the United States and receive multiple awards.



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