



**ROBRADY**  
design + production + capital

30+

YEARS  
IN BUSINESS

40+

PEOPLE

5

FACILITIES





DESIGN

RDES

PRODUCTION

RPRD

CAPITAL

RCAP





**HUMANIZE**

your research

**VISUALIZE**

your reality

**COMMERCIALIZE**

your technology





DESIGN

# Industrial Design

Product Design

Product and Market Research

Concept Development

Ergonomic Design

Concept Modeling

Photoreal Rendering

Prototyping





DESIGN

## Mechanical Design + Product Engineering

Analysis and Testing  
Design for Manufacturing  
Digital Modeling  
Electrical Engineering  
Intellectual Property  
Project Data Management  
Reverse Engineering  
Supplier Qualifications



DESIGN

# Embedded Systems

System Integration (Physical + Digital)

Electrical Engineering

Programming

Algorithms

Power Design and Management

Software / Coding

PCB Design + Fabrication

Component / Product Testing





DESIGN

# Graphic + Interactive Design

Product Color and Graphics

User Interface + User Experience

eCommerce

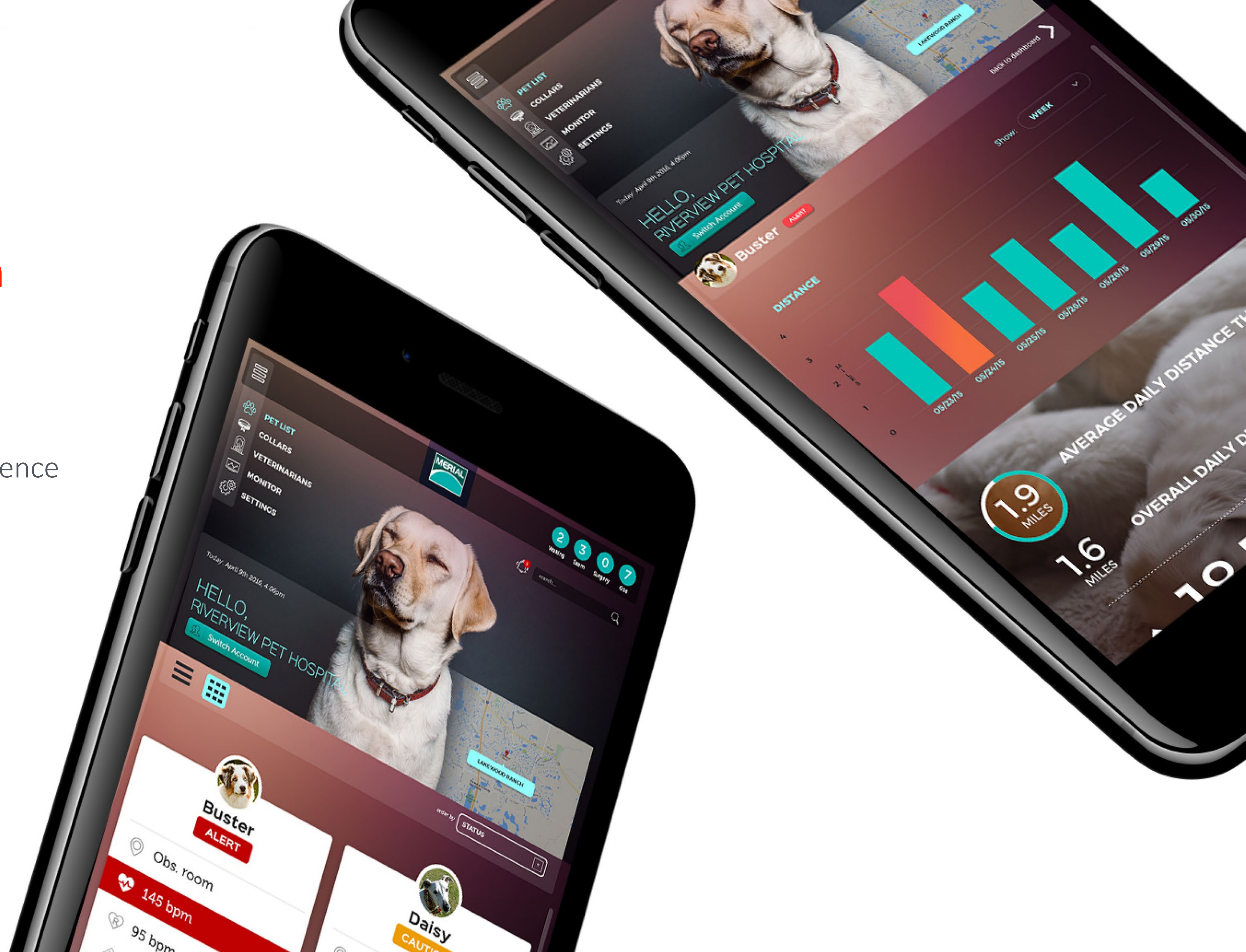
Package Design

Point of Purchase

Interactive Multimedia

Video Animation

Production Development





DESIGN

# Machining + CNC + 3D Printing

CAM + CNC Programming

Lights Out Operations

Materials

5-Axis Machining

3D Printing





DESIGN

# Machining + CNC + 3D Printing

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5-Axis Machining

3D Printing





DESIGN

# Rapid Prototyping

Ergonomic Studies

Form Studies

Proof of Concept

Non-Functional Show Models

Functional Show Models





PRODUCTION

# Production Quality Engineering

Part Sourcing  
Site Reviews + Audits  
Tooling Inspections  
First Article Inspections  
ECO Control  
PPAP  
Supply Chain  
Lean Manufacturing





PRODUCTION

# Electric Performance

Electrical Architecture Development  
Battery Performance Development  
Testing, Validation, and Documentation  
Supplier Search, Support and Management  
Charging Systems  
Diagnostics  
Specification Review  
Custom Battery Fabrication





MARKETS

CONSUMER



MEDICAL



TRANSPORTATION



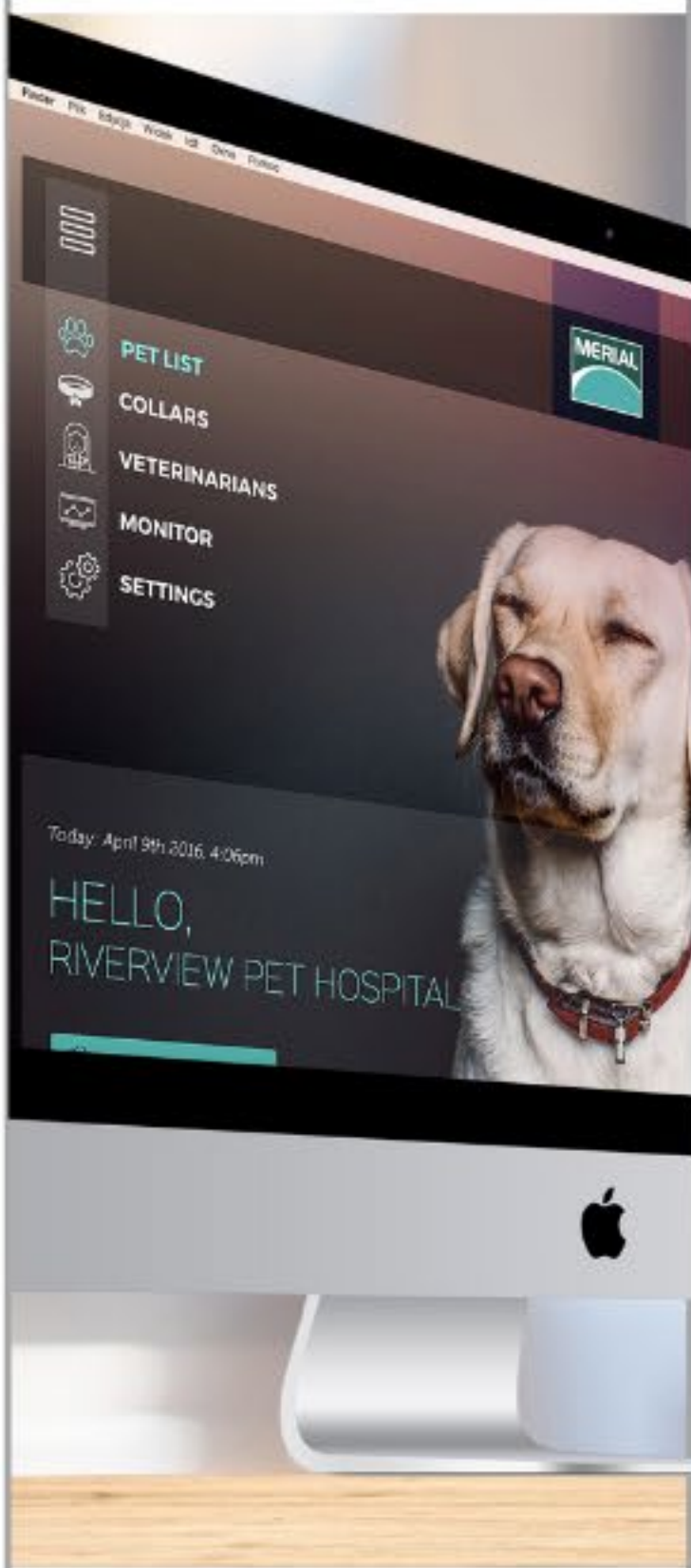
INDUSTRIAL



MARINE



INTERACTIVE + UX





MARKETS

CONSUMER



MEDICAL



TRANSPORTATION



INDUSTRIAL



MARINE



INTERACTIVE + UX





MARKETS

CONSUMER



MEDICAL



TRANSPORTATION



INDUSTRIAL



MARINE



INTERACTIVE + UX





CLIENTS

CONSUMER



MEDICAL



TRANSPORTATION



INDUSTRIAL



MARINE



INTERACTIVE + UX





VENTURE

SGV



ARMORIT



RXOS



ACT



GREEN DREAM



SCOOPJACK





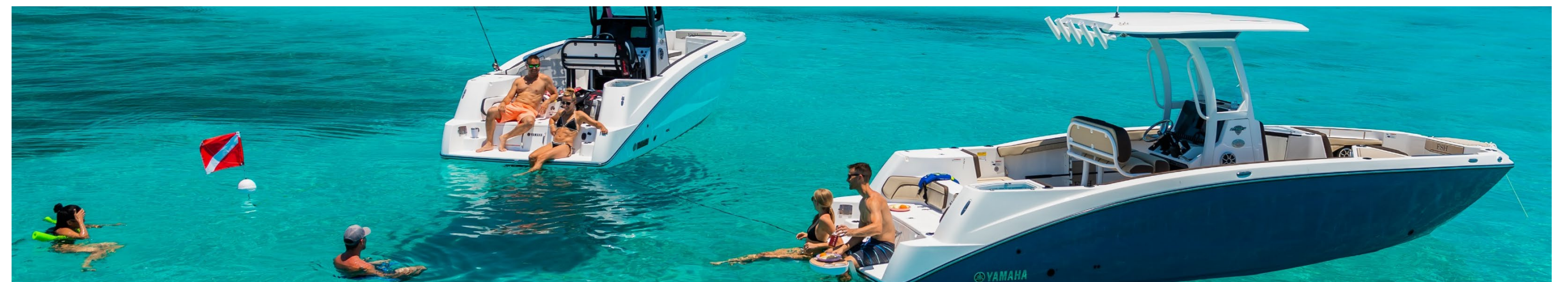
# Innovation Principles

Question the Question

10% More Rule

Humanize Technology

Be a Category Leader







QUESTION THE QUESTION

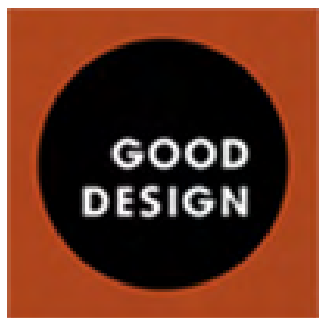
**ROBRADY** thrives on challenging assumptions, constantly asking, “Are you sure about that?” When tasked with recreating a “Power Tower” for swimmer resistance training, we questioned its necessity.



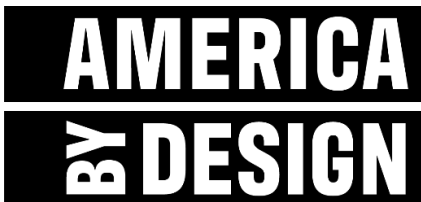
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reddot winner 2020



MUSE







LOCKHEED MARTIN 

## 10% MORE RULE

ROBRADY doesn't just meet expectations—we exceed them with our 10% More Rule.



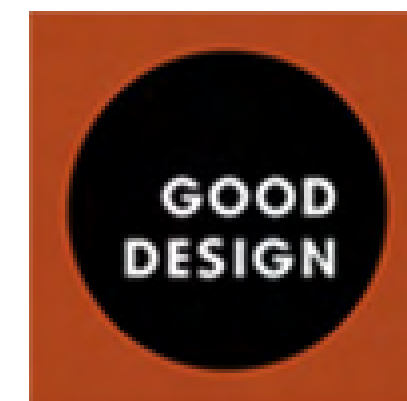
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reddot award 2015  
best of the best



reddot award  
design concept







## HUMANIZE TECHNOLOGY

**ROBRADY** loves **technology**—and we especially love humanizing it – and by designing smart user experiences, we create “approachable technology.”







YAMAHA

## BE A CATEGORY LEADER

At ROBRADY, we thrive on collaborating with the best, and the best seek us out. Our work with Yamaha Marine exemplifies this.



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design concept





## Question the Question

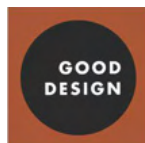
ROBRADY thrives on challenging assumptions, constantly asking, “Are you sure about that?” This critical thinking approach drives us to look beyond conventional solutions and explore innovative alternatives. When we were tasked with recreating a “Power Tower” for swimmer resistance training, we didn’t simply accept the premise; instead, we questioned its necessity and effectiveness. By probing deeper into the true needs of swimmers and coaches, we identified a gap in the market for a more versatile and user-friendly solution.

This insight led us to shift our approach entirely, resulting in the development of the GMX7—a compact, personal device that revolutionized swim training. Unlike the bulky and cumbersome Power Tower, the GMX7 is portable and easy to use, making resistance training accessible to a wider range of swimmers. Its sleek design and advanced functionality provide a more effective workout, addressing the core needs of users in a way that the traditional equipment could not.

The success of the GMX7 extends beyond its innovative design. It has become a market leader, setting new standards in the swim industry and earning widespread acclaim from athletes and coaches alike. The device’s popularity has translated into significant profitability, demonstrating the commercial viability of questioning the status quo and embracing bold new ideas.

In essence, the GMX7 is a testament to ROBRADY’s commitment to pushing boundaries and delivering solutions that not only meet but exceed expectations. By challenging assumptions and diving deeper into the true needs of our clients, we create products that stand out in the market, drive industry advancements, and achieve remarkable success.

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winner



MUSE







## 10% More Rule

ROBRADY doesn't just meet expectations—we exceed them with our “10% More Rule”, a guiding principle that pushes us to go beyond the basic requirements and deliver exceptional value in every project. This philosophy was exemplified in our work with Lockheed Martin's human-powered exoskeleton program. Tasked with enhancing the performance of the exoskeleton, we reimagined essential elements to achieve superior results.

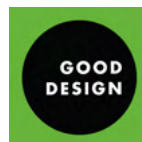
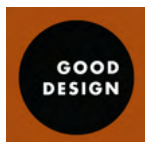
One of our key innovations was to replace traditional metal foot pads with a design that directed exoskeletal forces straight to the ground – next to, not underneath, the operators feet. This modification preserved the user's natural tactile connection with the ground, significantly improving balance and control. This seemingly simple yet profound change was not part of the initial project requirements; it was an intuitive improvement we identified through our deep understanding of user needs and our commitment to exceeding expectations.

This innovative feature quickly became a standout element of the exoskeleton, distinguishing it from other products in the market. By delivering an unrequested enhancement that greatly improved user experience, we demonstrated our dedication to the 10% More Rule—going beyond what's asked for and providing additional value.

The success of this project underscores our commitment to excellence and our ability to transform client requirements into groundbreaking solutions. By consistently seeking ways to add extra value, we not only meet our clients' needs but also elevate their projects to new heights. This approach has proven to be a key factor in our ability to deliver transformative, successful outcomes, reinforcing our reputation as a leader in innovative design and engineering.



reddot design award  
winner







## Humanize Technology

ROBRADY loves technology—and we especially love humanizing it. By designing smart user experiences, we create “approachable technology” that integrates seamlessly into people’s lives. This philosophy was at the forefront of our collaboration with FENN on their next-generation spring coiling machine. Working closely with FENN’s engineers, we focused on streamlining fabrication processes while maintaining high performance standards. Our efforts redefined the machine’s visual brand language, prioritizing ease of assembly, maintenance, and user safety.

The innovative design not only enhanced the machine’s functionality but also made it more accessible and intuitive for operators. This user-centric approach contributed significantly to improving overall user satisfaction and efficiency. Additionally, the new design reduced production costs, benefiting FENN financially and enabling them to offer a more competitively priced product.

Our work with FENN demonstrates how humanizing technology can have a profound impact on a brand’s market position. The next-gen spring coiling machine’s success catapulted the FENN brand to new heights, establishing it as a leader in the industry. This project exemplifies our commitment to creating technology that is not only advanced but also user-friendly, ultimately delivering substantial benefits to all stakeholders involved.

**SPARK**





## Be a Category Leader

At ROBRADY, we thrive on collaborating with the best, and the best seek us out, drawn by our reputation for excellence and innovation. Our partnership with Yamaha Marine is a prime example of this dynamic synergy. Each jet boat we design for Yamaha Marine has not only become a category leader but also a best-seller, significantly contributing to the company's financial success with hundreds of millions in annual revenue.

Our meticulous, collaborative design process is at the heart of this success. We work closely with Yamaha Marine to ensure that every aspect of each vessel is optimized. Safety is paramount, and we integrate advanced safety features that protect users while enhancing their experience. Aesthetics are also crucial; our designs are visually stunning, capturing the essence of Yamaha's brand while appealing to a broad range of customers.

Ergonomics play a vital role in our design process. We ensure that every jet boat is comfortable and intuitive to use, making the experience enjoyable for both novice and experienced boaters. Functionality is another key focus area; we incorporate innovative features that enhance performance and usability, setting Yamaha's boats apart from the competition.

Craftsmanship is the final touch that secures Yamaha's dominance in the highly competitive marine market. Our attention to detail and commitment to quality ensure that every jet boat we design is built to the highest standards. This combination of safety, aesthetics, ergonomics, functionality, and craftsmanship has established Yamaha Marine as a leader in the industry, and our collaborative efforts continue to drive their success.

By consistently delivering exceptional design and innovation, we help Yamaha Marine maintain its position at the forefront of the market, proving that when the best seek us out, the results are nothing short of extraordinary.

MUSE

SPARK

