

# Zink

## Development: Design

How do you express the value of a disruptive new technology in tangible ways?

To communicate opportunities for ZINK, a new inkless printing technology, Essential developed multiple product architectures to reflect the scalability of the technology across a broad suite of potential applications. Working in close partnership with the ZINK technical and marketing teams Essential developed use-driven scenarios to support and showcase key attributes of this game-changing technology in a tangible form.

A carefully considered range of physical product design options were created that addressed applications for commercial, consumer and ultra-portable product opportunities. Each design scenario was emphasized the advantages and unique attributes of ZINK over existing printing technologies.

