

Klipsch

Room Groove

Development: Design

To launch a new wireless technology platform, Essential worked with Klipsch to develop a unique and meaningfully different design language that established a new aesthetic vision for this category of Lifestyle products.

Working on an accelerated timeframe our collaborative work process allowed teams to effectively balance design and technical goals to deliver this product in successful accordance with strict timing, budgetary and positioning targets.

With the introduction of the Room Groove, Klipsch immediately expanded their retail distribution within the iPod category. The product enabled them to consolidate and grow their position with two of their most influential retailers – Best Buy and the Apple retail stores.

