



# Zink

## Strategy: Vision

What is required to characterize a new technology and make it relevant in new markets?

ZINK is a new technology platform that enables printing in full color without the need for ink cartridges or ribbons.

To reveal appropriate opportunity spaces for the technology, Essential developed user-driven application scenarios and initial technical product architectures that drove product application roadmaps.

To clarify the positioning of ZINK, Essential established visual and verbal product attributes that provided a framework for how product applications might look and how the technology might be described. To identify potential market opportunity gaps, Essential created competitive positioning maps relative to the consumer and commercial printer landscape.

These “vision tools” were crafted to articulate compelling stories, simply, to key industry customers, partners and the financial community. They were the first step in establishing alignment between the vision and promise of the new ZINK technology and tangible realities of the marketplace.

## Product Personality

These design attributes embody the emotional, spiritual and practical themes that animate the Polaroid consumer digital experience.

