



# Portable Electronics Product Design and Development (Professional Engineering)

*By Bert Haskell*

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## Portable Electronics Product Design and Development (Professional Engineering) By Bert Haskell

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DSP

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Sensors

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Mass Storage

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IC Packaging

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Connectors

Mechanical Assemblies

Housing

Shielding

Display Bezels

Thermal Management

Hinges

Ruggedization

### **Plan Product Success -- One Component at a Time**

For product designers and engineers, this is an ideal roadmap to developing cutting-edge consumer portable electronics. *Portable Electronics Product Design and Development* is a powerful engineering tutorial that approaches design component by component, offering priceless guidance on key decisions, including selection and integration of every element in electronic portables.

Author and engineer Bert Haskell, an electronics product design specialist, sets

the stage with a succinct assessment of the portable electronics marketplace, analyzing the features that consumers do like and the flaws they do not like. Then he offers valuable engineering insights and component comparisons you can use to improve the way your products work and look, and to help them fare better in the marketplace. In the concluding chapters, he offers unique insights into the economics that drive the portable electronics industry and a creative vision for shaping future product concepts.

## **FEATURES CASE STUDIES OF LANDMARK SUCCESSES -- CELL PHONES, CAMCORDERS, AND DIGITAL CAMERAS**

This powerful engineering guide will help you:

- \* Solve interface and size problems
- \* Maintain parameters of convenience, utility, and portability
- \* Assess the cost of technology tradeoffs
- \* Find effective answers on issues such as thermal management, shielding, and durability
- \* Avoid consumer turnoffs

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### Editorial Review

#### Review

This tutorial for product designers and engineers offers guidance on the development of consumer portable electronics that, presumably, won't drive users crazy. That means the designer must understand how to shepherd a product through all the marketing, manufacturing, and procurement people who have a hand in development. Haskell (an electronics product design engineer) discusses the marketplace, the economics underlying product development, and the features customers do and don't like. He offers detailed information about the engineering of products, with attention to interface and size problems, convenience, and utility parameters, technology trade-offs, and durability.. (*Sci-Tech Book News* 2004-06-01)

From the Back Cover

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#### About the Author

**Bert Haskell** is President And General Manager of Wireless Age, Inc., Austin, Texas, a company that specializes in the deployment of wireless network technologies that enable user mobility. He was formerly Vice President for Product Development at Stellar Display Corporation, where he was responsible for the development of flat panel display products. Prior to this he was Director of Marketing for Interactive TV and Wireless Solutions at Concero, Inc. He has also served as Vice President for Portable and Consumer Electronics at MCC Corporation. He is currently sits on the board of Portelligent, Inc., the leading supplier of technical intelligence for the portable electronics industry. He has bachelor's and master's degrees in mechanical engineering from the University of Rochester and was a contributor to the textbook *Anytime, Anywhere Computing*. He lives in Austin. .

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##### **Frank Craver:**

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