

PRESS RELEASE

Diving into the mind of the user

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In the past years, Neets - the leading manufacturer of AV control systems in Scandinavia - has invested heavily in Design Thinking and is now focusing on creating even greater products, driven by the needs of users and customers. As a logical step, Neets dedicates a part of the stand at ISE 2019 to doing Design Research with visitors.

"We know that we can make a huge impact on meetings and educational settings by understanding the underlying user needs – and as a design driven company, it is the most natural thing for us to do", says Aske Korsgaard Hejlesen, Chief Experience Officer at Neets. "Doing business in 2019, in my opinion no company can survive without this approach, since meeting and surpassing user expectations is a market demand today."

Neets will focus on user-friendliness with a digital campaign: #remotessuck - encouraging everybody: integrators, customers and users, to give their input on how to make life easy for presenters.

Design Lab open doors at ISE 2019

The product designers from Neets are opening the doors to the lab at this year's ISE with this message:

"Help us shape the future of AV products and technology!

At Neets, we believe in making life easy for presenters – and for the installers of AV solutions. That is why we invite you to join us in our Design Lab to experience Design Thinking and user-driven projects in action. Any feedback, input or insight from you is meaningful to us, so please help us to help you – we are happy to engage in both technical and business conversations."

First truly user-driven Design products have seen the light of day

Design Thinking has been part of Neets' DNA for the last couple of years and working with feedback from users and customers has among others lead to the launch of the next generation AV control system; Neets Control – UniForm. Design research made it clear that installers are dealing with cumbersome loose buttons, label printing and cutting, and double visits on site for configuration – or even time wasted waiting for extra/new buttons. Neets Control – UniForm has recently launched and is presented at this year's ISE at the Neets booth, 1-F134.

A part of the open doors at the Neets Design Lab is a revolutionary product concept for hassle-free online meetings and the idea is to co-create about this concept by user and customer feedback. The concept, named 'Project Orange' includes a sound bar with intelligent control that ensures starting up online meetings becomes a stress-free, no-tech worries activity. The idea to open the lab doors is to make sure products and concepts take their starting point in real demands from an outside perspective – and not only seen through the 'techy glasses' of the AV industry.

Meet Neets at booth 1-F134 at ISE 2019, Amsterdam February 5-8 to join the co-creation

"Also, please take part of the digital campaign by uploading your photo and/or ideas with a comment including the #remotessuck", invites Aske Korsgaard Hejlesen.

About Neets A/S

Neets believe in making life easy for presenters worldwide and is headquartered in Horsens, Denmark. Neets is Scandinavia's leading design-driven manufacturer of AV control systems and has been part of the AV industry since 1999. Neets is known for creating innovative solutions in close collaboration with their customers and makes user-friendly interfaces for controlling technology in meeting and learning spaces.

Read more about Neets at www.neets.dk. To stay updated on how Neets continuously develop user-driven solutions, join our social media groups e.g. [LinkedIn](#), [Facebook](#) or [Youtube](#).

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