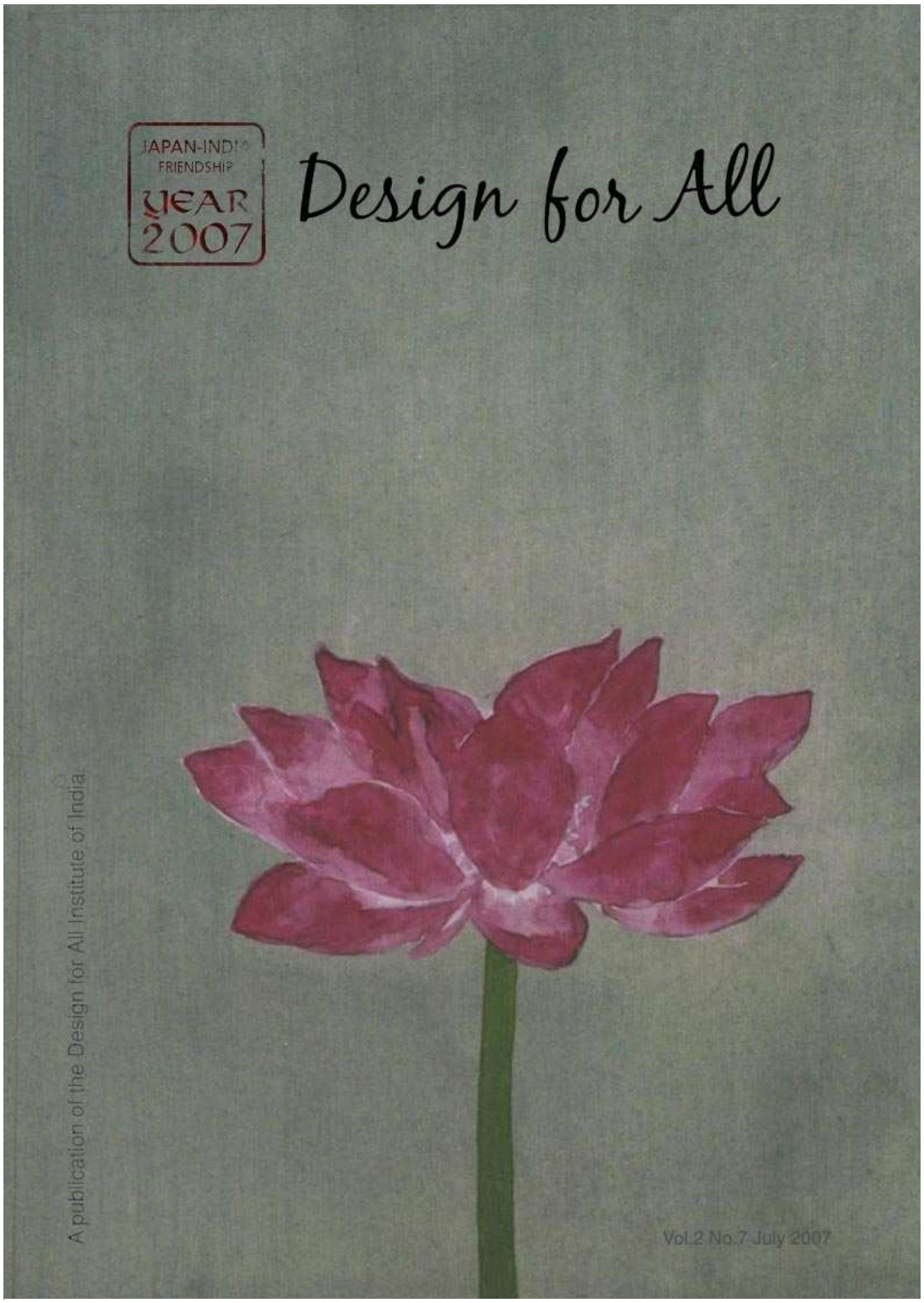
JAPAN-INDIA
FRIENDSHIP
YEAR
2007
Design for All
A publication of the Design for All Institute of India
Vol.2 No.7 July 2007

Chairman's Desk:

I am the happiest person in this planet who would aspire to live for more than 150 years and then would review whether further lease of life is required. 'Should I die then?' After brooding over a lot and fear of forever loosing such a beautiful planet makes me to ask strange questions to myself from the bottom of my heart; whether I have energy and have will to improve this planet and I may post pone the idea of dying. Most of the people ask me with surprise 'Why do you wish to live that long?' I look in their eyes and find the zeal to live and to work for betterment of living being is nowhere around. In their eyes hollowness is written large and they appear to posses no hope of changing the prevailing order. Life is just a black hole (where light of hope lost its existence and die traveling in search of end of tunnel).

I, at times, murmur as I have come out from some lost world "How are their lives?" Are they not living at the cost of others? some how just able to swallow food, drink water which refuses to pour down to their stomachs and struck in their necks and laboring in breathing is visible in their inflated chests. Breathing seems to be a most tiring exercise for them and gives the impression to me as they are asking to me 'Why are we living?' They have never planned their

lives for some higher purpose. They are just born, live in ordinariness and die unseen and unnoticed.

This is philosophy of common person of every nation. I ask myself 'When you look at their contribution for this planet and what they are receiving in return? What they do with then hefty incomes? Their contribution is nothing rather they are liability for planet and work in run of the mill job and draw huge sum. No innovation, no responsibility for making this planet better. They just keep on enjoying the harvest of the others hard work.

Will they work for progress of their profession or society or simply they satisfy their dormant spiraling selfishness? I find myself at crossroad and in dilemma which road to follow. One is our old culture- Eastern and another is modern – western culture, I am not wishing to abandon our old culture and my inner voice says to me' its days are numbered and it will slip from your grip whatever force you may exerts to retain it'. Out of fear of losing my old culture I shut my eyes with mighty force as I am refusing to accept the coming days. My inner voice again asks 'How long will you shut your eyes from reality? I open my eyes and inner voice guides me "What is harm in looking at other culture? My fear enhances and I experience a unknown grip on me as I gaze toward western road which would lead us to industrialization, modernity and not leave us behind from the rest of the world. Biggest fear of western mankind is that it never wishes lag behind. It does not pause to see onward march. Japan is the only country in the world where I find from their history, art and literature that its people

are progressing by carrying their deep rooted civilization and reaping the harvests of west in their own country.

I respect all cultures because some cultures are unique in their own way. I admire Japanese culture how beautifully they have adapted the modernity without loosing the essence of their old culture. Japan's uniqueness resides in its cultural hybridity, an integration of bi- civilizing influences of the east and the west. It was the first Asian nation to become modern, industrialized power, greatly benefited from western science and technology. The most notable thing in Japanese cultural hybridity is using cultural products found in popular culture around. When I observe the mudras (expressions are depicted by fingers of hand, eye movement and body motions) of Indian classical dance (Japanese troops visited India and I had the privilege to watching their dance) I found the similarity of Indian and Japanese 'mudras'. At times it gives the impression that dancer was Japanese and expressions were Indian. It fascinates me to know more of Japanese culture. When I start reading the book "My first Trip to Train" which has background of Calcutta, India and found that Japanese author has narrated the experience of a young man who has boarded a train in Calcutta along with his father and mother parallel to Indian Social emotions. Indian trains are depicted in most realistic manner. When I read these two stories 'Our first Trip with Father's Wheelchair' and 'I took the train', it gives the realistic approach and transport me to Japanese culture. The way a mother and two daughters boarded a train in Japan and experience the change as train moves

from urban to rural is remarkable. The train is shown running through landscape unembellished. The second one is a father in a wheelchair accompanied by the young son. These two stores are similar to Indian pathos and consciousness. The way the train takes your ride to Japan you realize 'Values are neither heritable nor immutable. They are maintained and transmitted and their reproduction always for their recreation by power holders'

When we read these stories we will often characterized Japan as a 'Culture of Apology'. Although the concept of apology is universal but the way Japanese do is differently. "Sorry, sorry, I' am sorry". This expression is of remorse and Japanese language is quite receptive to repetitions. When person repeats the same word it expresses his inner feelings that how offended he feels by his own behavior. Another thing we overlook in Japanese behavior when we observe he is talking in vague and we do not mind for it. 'Vagueness is not always polite' When some character says in story 'I am more concerned about you' you should go deep to understand why he is saying in this manner.

The same features are visible in Japanese design also. They are not vague, have some purpose and always work collectively couples apologies for reasonability. They work collectively in excellent manner .They have understood the significance of team work. Collective performance has invariably edge over individual performance. Japanese collectivity is magnum force, individual may work for satisfying his life without offending anyone. This character

is visible in product designing and the way the designers from Japan are incorporating the idea of Universal design is unimaginable and setting an example for others to follow. Undoubtly, Japan is a leader and will remain so in future. It is important that we should follow them with open minds. . If we do not learn from Japanese way of working and designing we shall never compete with them.

This issue of newsletter (July 2007, Vol-2, No-7) is our concluding part of Special issue of "Japan-India Friendship 2007" of our newsletter (June 2007, Vol-2, No-6) but it is beginning of our long journey especially with IAUD and Japan. In our June issue most of the readers have raised their innocence for IAUD-Japan and to update their knowledge I have included the introduction of IAUD.

Long live IAUD-Japan and Design for All Institute Of India who is celebrating the Japan-India Friendship 2007.

Our August 2007 issue of newsletter is special issue on Greece designers. Designers from Greece have contributed the articles.

With regards

Dr. Sunil Bhatia
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Content of July 2007, Vol-2, No-7 newsletter

FORTHCOMING ISSUE (August 2007, Vol-2, No-8)

(Special issue on Designers from Greece)

*1. **Design for Inclusiveness***

Margaret-Catherine Perivoliotis-Chryssovergis

Associate Professor with tenure

Interior Design Department

Faculty of Graphic and Applied Arts

Technological Educational Institute of Athens

Greece

2

"People and Things" A temporary exhibition fully accessible to sighted and non sighted people

Charalampos Chaitas, Anstasia Kalou

3.

ARCHITECTURE WITHOUT VISION-ARCHITECTURE FOR EVERYONE

Charalampia Agaliotou Architect Engineer Assistant Professor
Department of Interior Architecture, Decoration and Design Technological Educational Institute of Athens, Greece.

(This information is for our readers those who are not aware about the function and role of IAUD. We are further requesting them for seeking more authentic information they can directly write to IAUD: info@iaud.net)

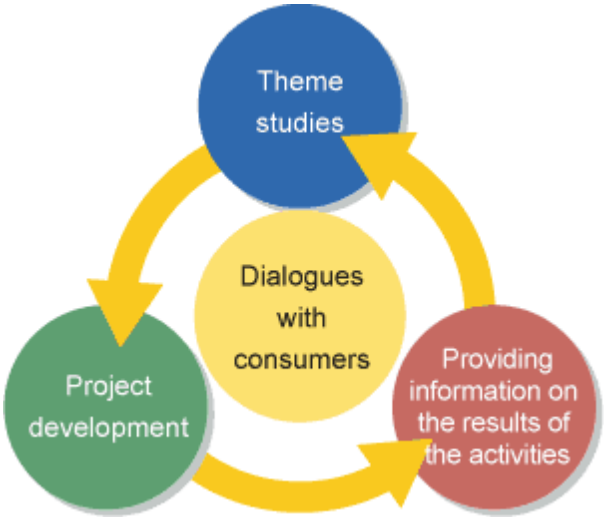
International Association for Universal Design

IAUD

Opening Doors to the World through Universal Design

We seek for further progress and to make a comfortable living environment, and to lead Japan in disseminating information to the world. Through the products and services, we promote the establishment of the foundations of a society in which more people will feel comfortable to live.

Activities



For further popularization and realization of UD

We promote UD by sharing information and encouraging "theme studies" beyond the framework of industry and business, by execution through project development, through assessment, and by transmitting information. In addition, we place importance on the dialogues with consumers in all of our activities. Through such activities centering on consumers, we seek for the improvement in the quality of UD and for the sophistication in UD through further popularization and realization of UD.

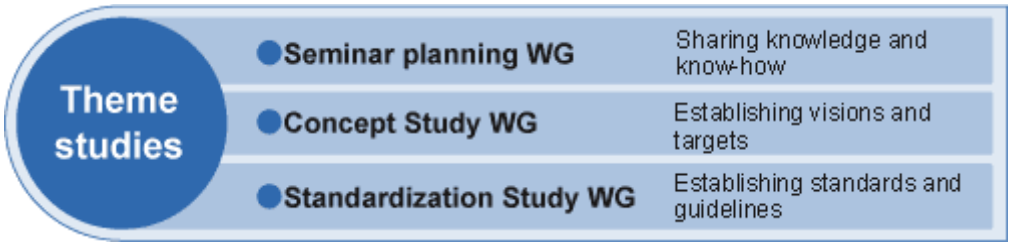
⇒to Concept of the activities

⇒to IAUD Medium-Term Vision

Theme studies

We carry out activities that will lead to the establishment of the foundation for the development of UD-related projects seeking to establish the targets in promoting universal design, to generalize the concepts of UD, share the knowledge and information on and awareness regarding UD among the members and consumers, and to make necessary standardization and regularization for consumers and companies.

We will form the "Theme study committee" and will establish Seminar planning WG, Concept Study WG, and Standardization Study WG as the Working Groups for 2003.



Development of projects

We will establish a system in which we will be able to carry out joint development and joint research on model cases beyond the framework of industry and business, seeking to manufacture products and create a social environment placing importance on the people-centered way of thinking, respecting the humanity of each person. We will take into account not only the products and services that are related to UD, but also the elements that influences the way we live, including creating the environment, how we spend the leisure time, inheritance of culture, and education.

We will establish Project Development Committee, and we will establish project teams for each theme for the joint development and joint research on model cases as "independent projects." We will develop projects and carry out joint research as independent projects on such themes. We will also establish a framework to promote a consulting business.

Providing information on the results of the activities

We povide information on the activities of the Association, promote awareness and deepen the understanding on UD, and hold various events and manage the website in order to provide a place to elicit the opinions from the consumers and to reestablish the relationships between the manufacturers and theusers.

We will form Public Relations Committee, IAUD Award Planning Committee, and Event Planning Committee to promote the provision of information on the results of the activities.

Under the Public Relations Committee for 2003, we will establish "Web Planning WG" and "Annual Report Planning WG," and under the Event Planning Committee, we will establish "Planning WG for the First Exhibition," and "Planning WG for the Second International Conference."


Providing information on the results of the activities
UD events
Symposiums, international conferences, exhibitions, and IAUD awards
Publications, managing the website

From the Editors Desk:

Welcome to the second part of our July 2007 Vol-2, No-7 issue of newsletter. It is in continuation of the June 2007 Vol-2, No-6 issue of Newsletter on "Japan-India Friendship 2007" and the concluding part. We had received four articles, thanks to IAUD-Japan. In our current issue we are publishing our earlier announced paper of Mr. Kimitaka Kato of Fujitsu ltd, Japan and Mr Nanaki Nanogaki of Toyota Motor Company, Japan. All the four articles tell us a lot about Universal Design thinking in the Japanese industry. I am sure it would be some inspiration to other industries world wide. Articles from industry more often then not tend to show just the tip of the iceberg. There is a need to know more about Japanese academia and students and their response to Universal Design. In issues of UD we need to develop a culture of public domain sharing of information, tools and techniques. Perhaps Design for All Institute of India will become such a platform in due course.

At the Design for all we would like enlarge are activities, especially sharing of knowledge which we have been doing quite satisfactorily under the 'bapu' like stewardship of Dr. Sunil Bhatia. He walks alone yet carries people along. Funds of course are needed. It could in the form of advertisements. Token annual / life membership charges. Even a few dollars polled by a large numbers would be enough. For us a large

active membership is more important then anything else. At present, this is just a thought; we will have to become prepared through redesigning our website to collect token donations. Ideas, suggestions and support are most welcome.

The first article in this issue is from Mr Kimitaka Kato, General Manager, Design Center, Fujitsu Ltd. It is concerned with the companies approach to universal design. Each Japanese industry has a unique way of linking with its customers and catalyzing innovation within the company. Mr. Kato speaks of a unique three days event, under the theme of "Field Innovation" There were more then 10,000 participants. Fujitsu is an IT centered company. Yes IT can become a multi dimensional bridge to connect people. Happy reading.

The second article written by Mr. Naoaki Nunogaki from Design office Toyota Motor Co. Japan, explores the UD advantages of correct choice designing in the vehicle. Toyota finds that increasing number of older people and women are driving cars; and children form an indispensable company. The article discusses the research approach at Toyota. Professionally delightful readings.

Our August 2007 Vol-2, Vo-8 issue of newsletter is dedicated to Greece designers . Designers from Greece have contributed all the articles.

Enjoy your self and please keep in touch.

Lalit Das,

Prof & Head

Industrial Design Center

Institute Of Technology, Delhi

India

lalitdas@gmail.com

1.

Fujitsu's Universal Design Initiative

Kimitaka Kato

Director of the International Association for Universal Design (IAUD)

General manager, Design Center, Fujitsu Ltd.

To provide our customers with the best solutions at all times, Fujitsu holds a private event, called "Fujitsu Forum," for its customers on an annual basis. This has been a space dedicated to introducing our universal design focus over the past few years. This year the event was also held in Tokyo for three days, under the theme of "Field Innovation: a brand-new concept from Fujitsu." More than 10,000 people attended, including VIPs from various sectors, guests from different industries, and general attendees. The following is a

description of the part of the event related to universal design to introduce you to Fujitsu's ideas and focus on this area.

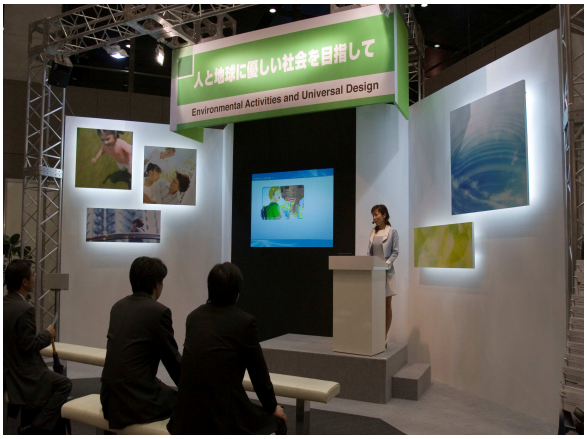
This forum, made up of lectures, 76 seminar programs, and about 100 exhibitions/demonstrations, is the largest of all independent events held by Fujitsu. It is an occasion to receive information on the latest trends and solutions as introduced by the leaders of various agencies and by senior management in various industries, where new products and services from Fujitsu are also introduced, and where the Fujitsu President, top management, and persons responsible for development commit directly to their customers.

In a seminar on universal design, I spoke on the theme of "Toward an IT society where everyone can participate – universal design innovates real business scene." I introduced a number of initiatives with the latest social trends concerning universal design that are in place to bring changes to business sites and expand business. One can be achieved by watching the actual business scene with customers, and making solutions from a universal design-based approach. The other one can be implemented from managerial perspectives that bring to reduce risk factors and to improve customer satisfaction by enhancing safety, ease of use, and ease of understanding.

In exhibitions and demonstrations, we follow the concept that environmental and universal design viewpoints are critical to realizing the "Integration of People, Processes, and

Technology," and presented these two elements in the same space, although these two have traditionally been displayed separately in past events. By putting together and presenting both perspectives of universal design and the environments for products and solutions to resolve challenges facing corporations, I think we gained people's understanding of our initiative of pushing in the direction of a sustainable company.

As far as space allows, I will introduce some of those displays by using some pictures.



Overall concept of the space

In order to realize corporate innovation, the "Integration of People, Processes, and IT" is essential in every field of management. To that end, all those who play a leading part here, must be able to use IT, and all IT must be something designed to be gentle on the global environment. The best example of this is universal design, which is the result of a thorough pursuit of usability, and an environmental solution that reduces the load on the global environment. Fujitsu strives

to have these concepts reflected in its products and solutions and contribute to the realization of a society that is gentle on both human beings and the earth.

Products that deliver the ultimate in user convenience and environmental compatibility

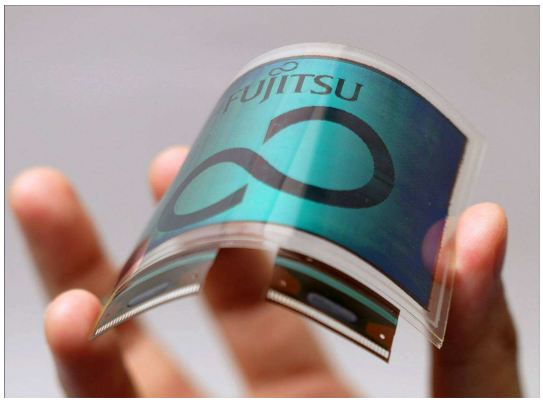
Fujitsu easy use mobile phone

Fujitsu develops products by considering aspects such as the five senses, the user's physical capabilities, cultural and individual sensitivities, and product usability . This ensures that user convenience is maximized and that the technology can be used comfortably by as many people as possible. Fujitsu also offers Super Green Products that meet the highest level of environmental standards and feature low energy consumption;

'Reduce, Reuse, Recycle' (3R) design principles; non-use of hazardous substances; and use of eco-friendly materials and technologies. Fujitsu continually pursues the ultimate in user-friendliness and environmental compatibility for all of its products; from the components of a large-scale system, to business solutions, PCs, mobile phones and a wide range of personal products.

Fujitsu's future vision for universal design and the environment

Digitized information and images can be used easily for a wide variety of purposes; whenever, wherever and in whichever form suits the needs of the user. This digitization also leads to the reduced consumption of paper and other materials, thereby protecting our environment. Please take a look at our advanced technologies; such as electronic paper, plant-based plastics, and photocatalysts. These technologies will support environmentally-friendly and people-friendly lifestyles in the near future.



Universal Design Solutions

Fujitsu believes that the relationship between people and technology can be optimized if the concept of universal design is expanded to include, not only the technology itself, but also the type of workplace and the way in which it is used to make tasks more efficient. Please take a look at our universal design solutions that meet the needs of a broad range of people and help to increase the number of people using technology.

Retail services that suit a variety of customers and local requirements

Enjoy a different way of shopping with our new POS system that provides convenient retail services for families with children, seniors, and various other types of customers.

Simple, easy-to-understand communication with customers

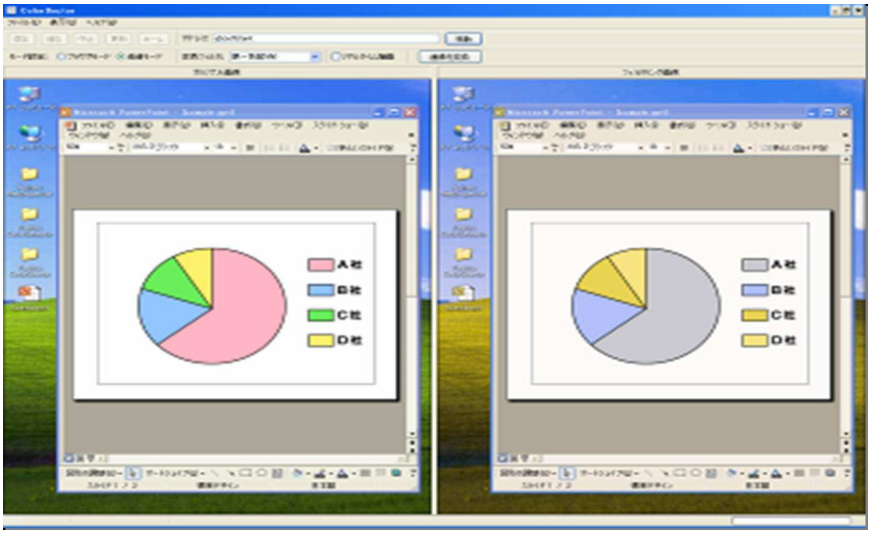
Our UBWALL demonstration introduces an information display system that is convenient, easy-to-use, and fun to operate, even for customers who have never used the system before. See how this innovative system can be used effectively.

User-friendly PCs that suit a wide range of work styles

Our tablet PC demonstration features mobility solutions with intuitive pen-based operation. Experience a new educational environment that can be used by schools.

Enhancement of website accessibility

Our website accessibility tool can be used to develop websites that are accessible by children, seniors, foreigners and many other types of users. In particular, we focus on a case study, demonstrating our expertise and the benefits of enhanced accessibility.

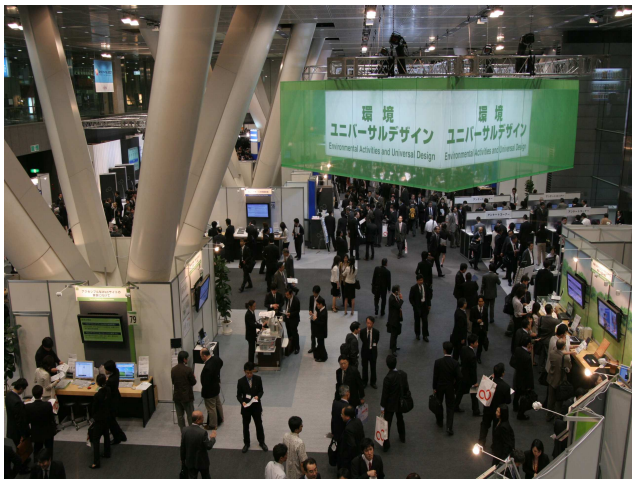


Accessibility check tool

There are a range of benefits for a company coming to grips with universal design. One is a product improvement to elevate the ease of use and understanding of products and services as rendered to its customers. This aspect can directly contribute to the business as it leads to the acquisition of new customers and the expansion of sales. If corporate activities are defined as ways to obtain profits from products and services offered to customers, then this has great potential. Also, there is the CSR viewpoint whereby a company's social value lies in its contribution to society. When it comes to corporate sustainability, universal design, like environmental initiatives, can certainly be counted as one of a company's social responsibilities, and an important activity to remain as a sustainable company whose value is recognized by society.

Universal design for everyday items and daily necessities is relatively understandable, and there have been many efforts and discussions in the past about this. However, universal design in the field of IT is quite a new theme in historical terms, and with products and technologies advancing rapidly, there is a need to establish a methodology for the future. For this reason, the attitude to acquire findings based upon one's own research activities, practices, and trials is considered to be very important. In addition, sharing the results of research from both inside and outside Japan and coordination across industrial boundaries are essential. IAUD's activities are very

useful in this sense, and it is precisely because of this that we actively participate in them.



IT is now one of our core elements to support social infrastructure and corporate activities. IT can be a convenient tool to anyone, and so should be able to accept the participation of everyone. Also, I believe IT really has the possibility to become a force to overcome many obstacles of various kinds. However, it is also a fact that we still have many challenges to overcome. Fujitsu considers it to be its social mission to take on such challenges and overcome them one by one.

Kimitaka Kato
Director of the International Association for Universal Design (IAUD)
General manager, Design Center, Fujitsu Ltd.

Development of Universal Design in TOYOTA MOTOR CO

Naoaki Nunogaki
General Manager of Design Center at
Tokyo Design Research & Laboratory .

1. Universal Design: A Social Trend

Along with Europe & the US that have enacted barrier-free related laws, (ISO13407 & section508 of the Rehabilitation Act) Japan has passed a law in 2001 aiming to give care & support for senior citizens. In 2005, to further emphasize the importance of Universal Design, the Japanese government has announced to implement policies that ensure "a safe, smooth & comfortable living & public transportation for all".

Figure1. Application of Universal Design in public space

As it develops, Universal Design will become more widespread & eventually be a part of our everyday way of thinking. Recently, many schools have implemented Universal Design within their curriculum & students have shown a growing interest in these issues; they are keenly doing research in motor shows & other related events. Modern medicine have allowed for the elderly to live longer, healthier lives, thereby raising the average age of drivers as they are expected to lead a life of leisure and travel more often. Furthermore, it is expected that the number of female drivers will increase. Therefore it will be necessary to apply Universal Design principles wherever in order to cater to a wider range of user needs. Our goal at Toyota is to contribute to society by "providing an enriching experience through mobility". The following are examples of Toyota's efforts to implement Universal Design principles in our products; cars in particular. These cars are only sold in the Japanese market, but the know-how is applied throughout all our vehicles. In our efforts to implement Universal Design principles, we focus on easy, effortless & comfortable mobility that provide experiences of freedom & joy.

2. Toyota's history in implementing Universal Design Principles

Focusing interior layout on human factors, Toyota has been striving for over 30 years "to satisfy as many customers as possible by thoroughly researching their needs".
During the 1993 Tokyo Motor Show, we presented the

Raum concept, where we took into account daily difficulties encountered by those with infants, the elderly & the handicapped. This car was very spacious and its floor was completely flat. It also featured sliding doors with large openings & rotating seats.

Figure 2. The Raum concept car & the production model

4 years later, in 1997 we introduced the first Raum production model for the Japanese market as a new type of family car. This car was groundbreaking at the time. It was compact, tall & spacious and was equipped with rear sliding doors that improved the ingress/egress process. In 1995, a taxi version of the Crown with a 55mm increase in overall height was introduced. 1997 saw the world's first hybrid passenger car; the Prius. Its tall packaging with large door openings aimed at carrying 4 adults in comfort.

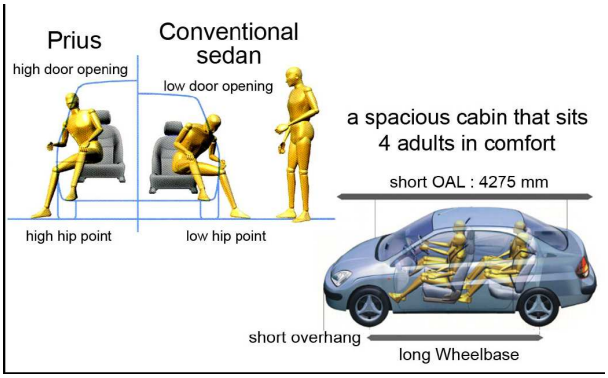


Figure 3. The first Prius package

3. The Role of Second Generation Raum

In May of 2003, the second generation Raum was introduced. It was not only an evolution of the first generation in its thinking, its development was based on Toyota's Universal Design principles, which was systemized and indexed to serve as a guideline for future models. Furthermore, by adapting the following values of "AN" "RAKU" "TAN", to human factors, we strive to achieve designs that are appealing, stimulating and exciting for everyone.

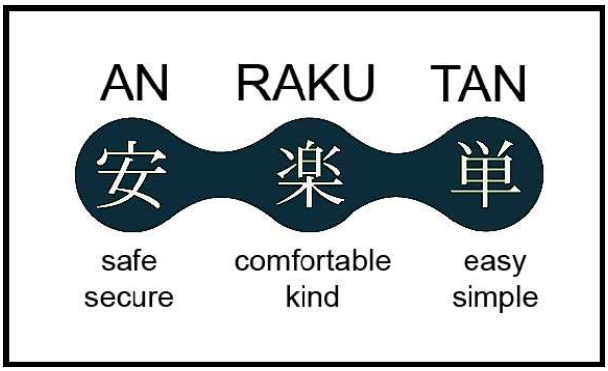


Figure 4. Toyota's Universal Design Principles

By adjusting to different physical functions and size, we were able to determine many of the users' needs.

Toyota's unique index system was elaborated to objectively evaluate the degree of fulfillment of these needs. The indices are as follows: 『Ergonomics : Index I 』& 『Situational compatibility : Index II』.

『Ergonomics:Index I』consists of the following; 1.Primary driving equipment layout,

2. Ease of get into and out of the vehicle,

3. Posture, Interior comfort,

4. Range of vision, maneuverability,

5. Visibility of meters,

6. User-friendliness of the instrument panel and switches.

In the above 6 categories, a 5 step quantitative evaluation consisting of 180 evaluation items using accumulated data is carried out.

***Ergo-index is a generic Toyota term pertaining to Ergonomics" & "Index".**

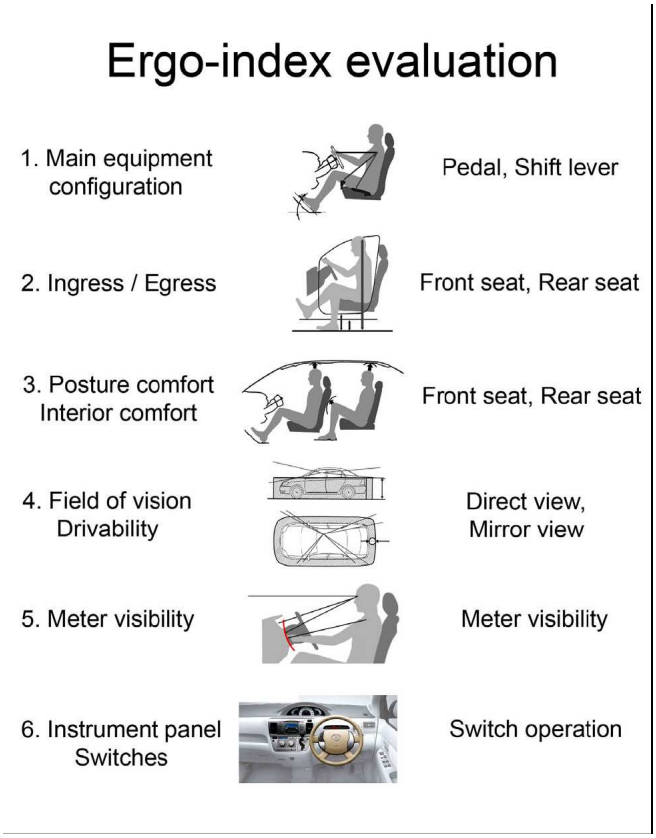


Figure 5. Evaluation item of Ergo Indices

The second index is "Situational compatibility: index II". In order to improve customer satisfaction, it evaluates the degree to which user expectations have been fulfilled. Moreover, it sets a clear objective during the development stage by anticipating the usage situation or scenario. From over several hundred items within our company database, 30 types of scenarios are selected depending on the vehicle and ergonomic performance is objectively quantified. For example, the ergonomic performance of a newly developed item is measured in the following scenario; "the user places a child in the child seat on the rear passenger seat, then goes to the driver's seat".

Its compatibility to such a scenario is evaluated and quantified in points, where the maximum score is 100.

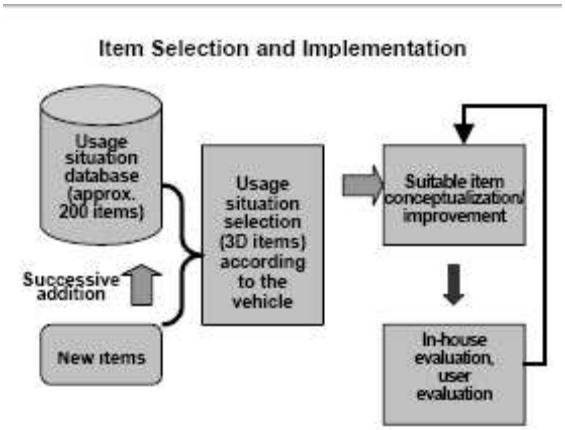


Figure 6. Item selection

Toyota's Universal Design Evaluation Index

Index II Usage Situation Compatibility
- Creating a database of different usage situations
- Selecting 30 different usage situations from the database according to the vehicle in development, and evaluating its performance

Usage types	Usage Situations	Evaluation
Shopping	• Placing a child on the rear passenger seat then going on to the driver's seat • Opening & closing the door carrying groceries on both hands	◎ : 5 ○ : 4
Transporting	• Placing a disabled person from a wheelchair to the passenger seat	◎ : 5
Driving	• Drinking a canned soft drink while resting • Placing small items (bag, mobile phone) nearby	○ : 4 ◎ : 5
Raum situational compatibility score 85 Points		85/ 100

Fig.7.Situational compatibility performance evaluation method

Through these 2 evaluation indices, an overall objective evaluation is performed and its score is indicated on the Universal Design logo, which is also made public through press releases. In the Universal Design development process, a user-interactive type of development method called spiral-up development is used in order to constantly integrate the users' opinions in the development process.

4. Examples of Universal Design development

The "Porte", introduced in 2004, is a tall, compact 2 box vehicle. Its door opening is larger and higher than on minivans, has a very low (300mm) and flat floor like on a low-floor bus and is equipped with a remote, automated sliding door. In order to achieve such utility and an effortless ingress/egress, a mock-up model was tested with the following situation; ingress/egress of

1) a pregnant woman,

2) several people at the same time,

3) by carrying a bicycle inside, or moving around in the cabin etc...from such testing, a more flexible seating arrangement was developed.

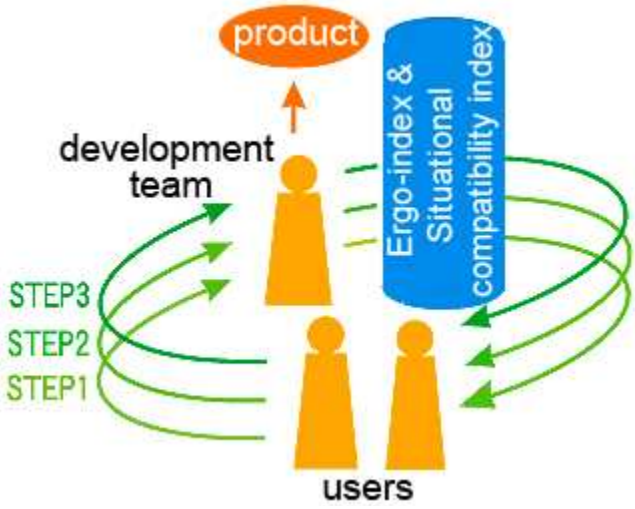


Figure 8. Spiral up development concept

Figure 9. Mock up testing

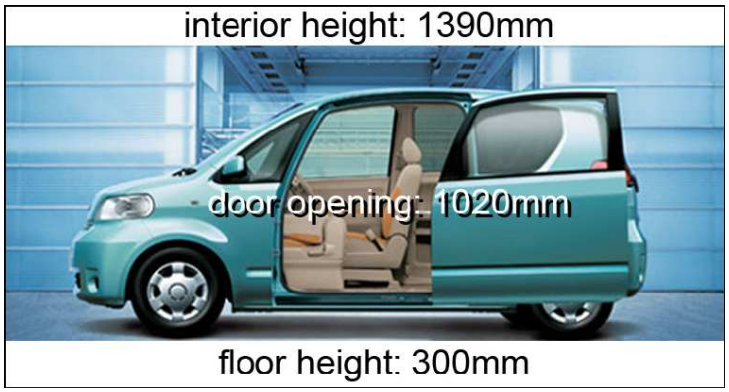


Figure 10. Porte package

Figure 11. Porte various sheet layout

《Porte Concept》

In the 2004 Tokyo Motor Show, a Porte based Welcab concept was unveiled. It can be driven while sitting in a wheelchair and was very much praised by the public.

The concept was to provide an enjoyable driving experience to couples with lower body disabilities. The Porte was developed in accordance with Universal Design principles, but the Porte Welcab concept pushed the idea further. It comprises of sliding doors on both sides, both the driver and the passenger sides are equipped with a lift mechanism that carries them directly inside and the car can be driven with just the hands. Using a "spiral up" development method, a mock-up model was taken to physical rehabilitation centers across the country and work was carried out in conjunction with wheelchair users. In the future, independence and self-reliance of handicapped people will be an important issue, and demand for such types of vehicles will likely increase.

*** Welcab is the generic name for Toyota's line-up for the disabled.**

A couple on wheelchairs can drive

In the driver's seat on a wheelchair

Manual-drive support controls

Figure 12. Porte concept

《Prius》

The second generation Prius is not only a world leading environmentally friendly car, it also incorporates the latest Universal Design know-how in many areas. It is not only stylish and aerodynamic, but also very spacious. A "smart key" unlocks the doors automatically as the driver approaches the car and the engine starts with a simple press of a button, the driver just need to carry the key on him/her, in his/her pocket, bag or purse. The instruments are designed to have a distant focal point and eye movement is limited to the minimum. Moreover, the steering wheel has an elliptic shape in order to improve the visibility of the instrument and to facilitate

ingress/egress. These features are not only aimed to be functional but also exciting.

Figure 13. Prius Exterior

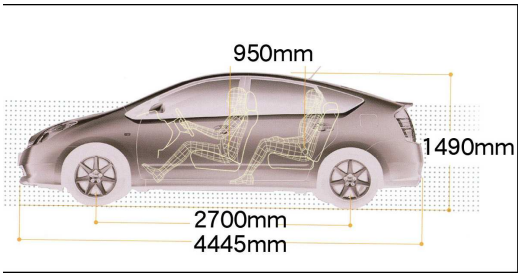


Figure 14. Prius Package

Figure 15. Smart Entry System

Figure 16. Steering wheel& Instrument Panel

《Yaris》

The Yaris is a compact and easy to handle hatch back. It's class leading in spaciousness and has features such as sliding rear seats, allowing for a more versatile luggage space. It is also equipped with a smart entry and start system and is very user friendly.

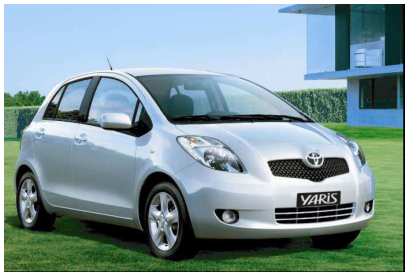


Figure 17. Yaris Exterior

Figure 18. Yaris Package

Figure 19. Yaris Luggage Room

《Auris 》

The Auris has a good balance between "comfort" and "fun to drive". It has been developed under Toyota's high efficiency package approach, which gives it the space of a mid-size car with enhanced maneuverability.

Figure 20. Auris exterior

Figure 21. Auris package

Figure 22. Front seats

Figure 23. Luggage space, one touch operation

5. Promoting Universal Design

At Toyota, we not only apply Universal Design principles in the development of our products, we also put effort in appealing its advantages to the public. In 2004, Toyota opened "the Universal Design showcase" in Tokyo, an exhibition center specifically for the purpose of promoting Universal Design.

One can actually experience the exhibits and try Toyota's universally designed products. Other products developed by diverse manufacturers are also exhibited in an easy to understand manner. Toyota also promotes Universal Design activities abroad in Germany (2007 Hannover Messe U.D Exhibition) and in the US (Boston, Adaptive Environments exhibition).

Figure 24. Toyota Universal Design showcase

Figure 25 Hannover, Germany International Forum Design's U.D exhibition

Figure 26. Boston, U.S, Adaptive Environments' U.D. exhibition

Moreover, Toyota took part in the 2003 Inauguration conference of the International Association for Universal Design (IAUD) and the 2006 International Conference for Universal Design in Kyoto. As part of Universal Design promotion activities, we actively collaborate with other participants and experts on research projects and standardization issues.

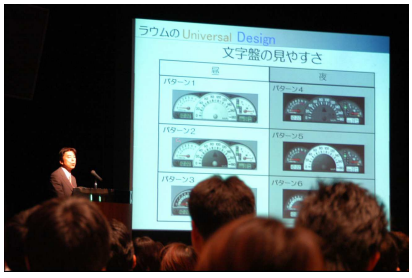


Figure 27. Toyota's lecture at IAUD

6. Universal Design Activities for the future

In order to provide an "enriching experience through mobility", Toyota is undertaking many futuristic proposals. From the realistic near future concept such as the 2004 Tokyo Motor Show Porte Welcab concept to the 2005 Aichi Expo future vision, which presented a harmonious co-existence between mobility and the environment with fuel cell buses, IMTS, I-Unit and I-Foot.

In the future, Toyota will focus on personal mobility in conjunction with housing and robot technology in order to develop Universal Design even further.

Figure 28. Fine-X, the future family car

I-foot **I-unit**

Figure 29. Personal mobility concepts

Naoaki Nunogaki
General Manager of Design Center at
Tokyo Design Research & Laboratory

NEWS:

1. Now, a glove that 'feels' 3D images

Tokyo: Ever dreamed of being drawn close to a smiling Marilyn Monroe or feeling the muscles of fitness guru Billy Blanks? A Japanese firm on Wednesday unveiled a system that enables you to feel "the shape and softness" of three-dimensional images using a sensor-loaded glove.

The "tangible 3D" system creates graphics that seem to burst out of a screen and has a glove that allows users to "feel" them, according to NTT Comware, the software development unit of telecom giant Nippon Telegraph and Telephone. Without any need for awkward 3D glasses, users could feel a far-away object as if it were right in front of them, NTT said at a virtual reality exhibition.

The developer was exploring commercial applications which could include video phones, said engineer Shiro Ozawa. "You would be able to take the hand, or gently pat the head, of your beloved grandchild who lives away from you," he said. If a person linked to the system moves in another place, his or her three-dimensional image also moves in real-time. The user would feel as if they were being pulled along if the image moves while grasping your hand.

The dead could also be "resurrected" by the system and museum visitors could "touch" precious exhibits sealed in showcases, the firm said.

Though it sound straight out of Sci-fi this glove raises the prospects of touching even computer-aided 3-D designs that

are made by engineers, architects and design professionals as a model of their project. AFP

FUTURE TOUCH: The 'tangible 3D' system creates graphics that seem to burst out of a screen and has a glove that allows users to 'feel' them

2. HANDBAGS FROM THE SEA

Something fishy in designer bags

New York: There's something fishy about a new line of designer cosmetic bags and wallets.

Although they look and feel like leather, the fashion accessories are meant to appeal to environmentally conscious buyers because they are not made from the hides of animals but the skins of fish such as salmon, stingray and tilapia.

"The first benefit is that it's eco conscious because it's derived from the seafood industry. But it is very distinctive in that it does have a natural texture and geometric pattern," said Lisa Strauss, of Col De Mar, which makes sea leather accessories.

Andrew Dent, the vice president of Material Connexion which is a global resource for new materials, said people are starting to be more interested in waste products because of concerns about sustainability. "The new types of fish leather from fish such as salmon is a more sustainable alternative to wild fish leather we have seen previously such as shark skin and eel skin, mainly because the salmon is farmed for food," he said.

"The fish skin is normally discarded as waste, but we are actually finding a good use for it in things like fashion and accessories," he added.

Using fish skins is not new. Dent believes it has been around for centuries. But modern-day design companies are starting to realise the value of it and consumers are also showing an interest.

"It smells like leather. I think that it's better that they can find something more abundant like fish rather than to use the skin of snakes and alligators and other animals that are not as abundant as fish," said New York resident Kyle Toorie.
(Source: REUTERS)

3. Hardworking Japan debates Daylight Saving Time

By Hugh Lawson

TOKYO (Reuters Life!) - The land of the rising sun is considering Daylight Saving Time to conserve energy, curb

greenhouse gas emissions and help fight global warming, but critics say the move might merely promote "daylight slaving."

Japan's government estimates that putting the clocks forward an hour in April and back again in late October could reduce nationwide carbon dioxide (CO2) emissions by roughly 1.4 million tons a year.

But that's only about 0.1 percent of the 1.29 billion tons of CO2 that Japan belched out in 2005, according to the latest government data.

Instead, critics say the proposal, contained in a government outline of economic policies unveiled this month, is a thinly veiled attempt to squeeze more working hours out of employees.

Besides a work ethic that frowns on going home while it's still light outside, Japan has no laws limiting the length of the working week.

"Rather than going home at 4 p.m. or 5 p.m., people could well end up working an extra hour each day," said Tetsuo Kamota of the Labor Lawyers Association of Japan, dismissing official assurances that it wants to make sure overtime doesn't grow.

Such fears may well be premature.

Similar bills over the past decade have been put to bed early, not even making it to a vote in parliament.

Kamota said one reason was opposition from "granddad lawmakers" who remember Japan's one experiment with

daylight saving time, imposed by U.S. occupation forces from 1948 to 1951.

4. Dinner plate helps diabetics shed pounds - studyMon Jun 25, 2007

CALGARY, Alberta, June 25 (Reuters) - Overweight people with diabetes have as much success dropping pounds using a colorful dinner plate that measures food portions as they do on many weight-loss drugs, Canadian researchers said on Monday.

In addition, diabetics who stick to using the tool to control their diet can sometimes even reduce their insulin intake over time, said Sue Pedersen, an endocrinologist at the University of Calgary Faculty of Medicine, who led a six-month study.

"People using the plate were over three times more likely to lose a clinically significant amount of weight than non-plate users," Pedersen said.

"And that weight loss is similar to the weight loss seen in studies of weight-loss drugs, but without the potential for side-effects."

Findings of the team, which studied 130 people with type 2 diabetes, were published in the Archives of Internal Medicine.

Half the subjects used the so-called Diet Plate, a British-made tool that allows people to measure out portions of carbohydrates, proteins, sauces and fruits and vegetables.

The manufacturer donated the plates, but did not fund the study. No one was told to make big lifestyle changes, such as exercising more or less.

Of those who used the plate for six months, 17 percent lost 5 percent or more of their weight, an amount considered clinically important because it cuts risks of obesity-related conditions like heart disease and cancer, Pedersen said.

In the group that didn't use the plate, fewer than one person in 20 lost a clinically important amount.

More than a quarter of the plate users could reduce their diabetic medication, versus 11 percent in the other group, according to the study.

In addition, 34 percent of those who did not use the Diet Plate had to increase their drug intake.

"That's important, because if we can, with better diet control, get someone down on their medication, that means there is less potential for side-effects related to medication and the cost of medication," she said.

5. Now, air guitars are reality

29 Jun, 2007 REUTERS

TOKYO: Air guitars just got real. Japanese toy makers unvei "air guitar" gadgets at the annual Tokyo International Toy Show that, thanks to heat and motion sensors, actually mak music.

"This is a toy that allows anybody to sound and feel like a rc star," said Keishi Abe, who was demonstrating Takara Tomy Corp's "Air Guitar Pro".

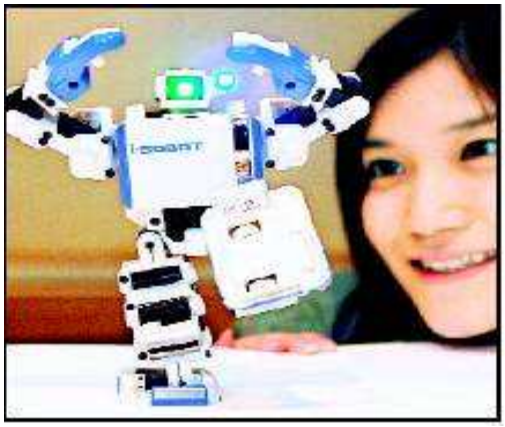
The gadget has 10 songs, including Deep Purple's 'Smoke O the Water', programmed to play automatically and is set to l the market next month. It can also be connected to an MP3 music player or a speaker system, the manufacturer says.

Manufacturers also showcased air guitars that could be attached to your wrist and which blasted music as you move

"You just put it on your wrist and shake your arm once so it will play one phrase. In order to play an entire song, you jus keep moving your arm so even children can easily play musi said Nana Kaneko, who was playing 'Air Musician' by Tokyo-based toy maker Mega House.

The air guitar, an imaginary instrument used when pretendi to play the guitar, has become popular in Japan in recent ye Ochi "Dainoji" Yosuke of Japan won the 2006 World Air Guit Championships held in Finland.

6.



SMALL WONDER: The world's smallest remote-controlled humanoid robot, 'i-Sobot', being demonstrated in Tokyo. It will hit the world market at the end of October

7.A new 3D sensation

A Japanese firm on Wednesday unveiled a system that enables you to feel "the shape and softness" of three-dimensional images using a sensor-loaded glove.

The 'tangible 3D' system creates graphics that seem to burst out of a screen, and it even has a glove that allows users to 'feel' the images, according to developers NTT Comware – the software development unit of telecom giant Nippon Telegraph and Telephone. Without any need for awkward 3D glasses, users could feel a far-away object as if it were right in front of them, NTT said. "You would be able to take the hand, or gently pat the head, of your beloved grandchild who lives far away from you," said engineer Shiro Ozawa. If a person linked to the

system moves, his or her three-dimensional image also moves in realtime . The user would feel as if they were being pulled along if the image moves while grasping your hand.

How it works?

The technology depends on real-time rendering and transfer of photos, such as those of your hand when simulating a handshake. Using two cameras, the device films the hand from multiple angles. The glove worn by the user grabs the precise size and position, for optimum accuracy. This data is used to render a 3D image of the hand on the display screen. The screen used is NTT's 3D Display – developed in 2005 – which allows users to view three-dimensional images without wearing special 3D glasses.

Once the image is displayed, it sends the data back across to the glove, which processes it to provide a feeling of actual touch. So, when the user grasps the hand, the sensors on the glove pick up that data and transfer it to the image displayed, which reacts accordingly. All this, done in real time, gives a feeling of real tactile movement.

While the NTT 3D Display's technology enables simultaneous 3D viewing by multiple users, the current tangible 3D system is limited to one user at a time.

The future

The company is planning to use this technology in a number of other applications. One of the places where it sees great potential is in museums.

Normally, a lot of museum artefacts, such as dinosaur fossils or rare paintings, are stored at a great distance. But with this new technology, the dead could also be "resurrected" by the system and museum visitors could "touch" precious exhibits sealed in showcases, the firm said.

Another target for the technology is virtual classrooms, where students could feel and touch objects which are placed at a great distance, offering a new depth to the learning experience.

The company also has plans to use tangible 3D in mobile phones in the future, Ozawa said.

8. New gadget can predict quakes
29 Jun, 2007 REUTERS

TOKYO: A Japanese company has created a home appliance size of a paperback novel that can warn of earthquakes seconds before they strike.

Using the early warning system network and data provided Japan's Meteorological Agency (JAMA) via the Internet, the appliance sounds off a loud countdown of up to 20 seconds the moment the tremor begins.

Security firm SunShine Co Ltd says this should give people enough time to hide under tables, turn off gas and fire sourc or even just to move away from potentially dangerous furniture.

Starting October, the JAMA warnings will also be broadcast television and radio and sent to mobile phones equipped to receive them, which will go on sale later this year.

But the company hopes its 'EQGuard', which will also be available in October, will help people who just happened not be watching television.

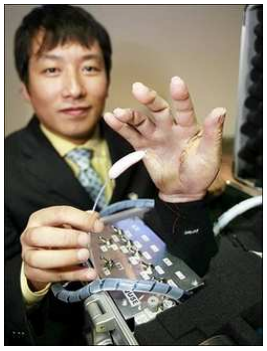
"There are 51 million households in Japan and we expect th system to catch on with at least 20% of the households," sa president of SunShine Co Ltd, Kazuo Sasaki. Japan accounts about 20% of the world's earthquakes of magnitude 6 or greater.

The appliance sends alerts once it detects primary waves, or the first waves of an earthquake that do not cause major rattling but travel faster than the secondary waves that are responsible for the actual shaking.

The alerts could precede the shaking by 10 to 20 seconds, although the period would be much shorter — and in some cases absent — if the tremor's centre is near.

9.

Japanese firm unveils artificial hand with 'air muscles'



Japanese robot venture Squse President Mikio Shimizu displays a portable robot hand and its artificial...

10.
Mr. Toilet flush with success after developing self-cleaning loo

Takeyuki Sakai, known within his company Matsushita Electric Works Ltd. as Mr. A-La-Uno, has revolutionized the Japanese toilet business once dominated by two other companies, according to Josei Jishin (7/17).

Sakai rose to his esteemed position in the world of Japanese human waste disposal by being the, er, head designer for Matsushita's self-cleaning toilet, A-La-Uno.

"A-La-Uno has achieved the unprecedented status of the toilet most designated by people building a new home," Sakai tells Josei Jishin with a laugh, adding that there have been three factors that have made the A-La-Uno such a success: It's made of a new material less prone to getting dirty; it produces fast-falling bubbles; and it has a spiral flush.

"Our technicians suggested to us that we should try making cisterns out of new materials. Nearly all household toilets until now have been made out of porcelain. The trouble with porcelain is that it's easy to have rings of dirt form from the water inside and rubbing these to clean them creates ridges in the surface. Every time you'd clean the toilet, you were actually making it more susceptible to becoming dirtier," Sakai says. "We figured if that was happening, we needed to find a material other than porcelain."

National chose glass. Not the normal stuff used with windows, but the thick, reinforced organic glass typically used by large aquariums.

"I'd always believed myself that toilets should be made of porcelain, but after I opened my mind to the possibilities of the new material, I realized it would work," Sakai says. "Once I'd got that far, we just tried all these different ideas until we came up with the product."

National assigned a 60-member team to develop the self-cleaning crapper. The team was divided into project groups devoted to such issues as cleaning fluid, water flow and bubbles. The expert on foam was dubbed Mr. Bubble, while the

specialist on toilets and human waste earned the moniker of Dr. Poop, Sakai says.

Sakai says that though he studied organic science while at the Tokyo Institute of Technology, nothing during his days at TIT could have made him dream that he would become a toilet designer.

"But I have to admit that toilets are great fun," Sakai tells Josei Jishin. "I'm going to keep on striving to create wonderful feeling toilets." (By Ryann Connell)

Program & Events:
1.

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2.

Participate in the International Young Design Entrepreneur of the Year (IYDEY) Award 2007

The India Finalist will:

- **Win a prize amount of 7,500 £ and an opportunity to display his/her work at 100% Design 2008!**
- **Compete for the International Young Design Entrepreneur of the Year Award in London (September 2007)**

The International Young Design Entrepreneur of the Year (IYDEY) Award showcases successful and promising design entrepreneurs from select countries across the world and presents them with the opportunity to network with each other, familiarise themselves with the UK design sector, showcase their work at 100% Design and win the IYDEY Award.

The award, in its third year, seeks to identify and nurture the next generation of leaders in the Indian design sector* by

linking them with the UK at a key stage in their development.

Details

The India Finalist will be selected from amongst short-listed candidates who will be interviewed by a panel of design experts.The India Finalist gets the opportunity to visit the UK to participate in the International Young Design Entrepreneur (IYDEY) Award Programme.

The UK Tour, scheduled for September 2007, aims to provide a general overview of the UK design sector and an opportunity to network with finalists from other countries. The week-long tour will include interactions with some of UK's most acclaimed designers, design-lead retailers and manufacturers, publishers, and educational and cultural institutions active in the procurement of design and architecture. Specific meetings will also be organised for each of the finalists taking into consideration their particular design interests.

The tour will include events of the London Design week http://www.londondesignfestival.com/ programme – openings, seminars, and events – concluding at 100% Design, the UK's largest and most respected commercial interior design fair. Selected finalists will have the opportunity to display their work at the British Council stand and finally pitch for the IYDEY Award by making a presentation to a high profile jury consisting of the UK's leading design experts.

100% Design is the UK's largest and most respected commercial interior design fair and the only exhibition of its kind where

exhibitors are selected by a jury. It has developed an impressive worldwide reputation by promoting great design for more than 10 years. Over the past decade it has helped change the face of the international design industry and 100% is now a worldwide brand recognised for making an enormous contribution to the vitality of the design industry. For more information please see the website: www.100percentdesign.co.uk

The winner of the IYDEY prize receives a financial award of 7,500£ to be spent on a design project in collaboration with the British Council and representation at the British Council stand at 100% Design 2008.

Scope

Candidates must already be active professionally in the Indian design sector
Design sector includes the following:

- **Architecture, interiors and environment**
- **Graphic design: communication, publishing, branding and multimedia**
- **Product design manufacture: furniture, industrial products and craft**
- **Interactive and digital media**
- **Design promotion: exhibitions, events, festivals and retail**

We recognise that a participant may strongly influence the business of design without being a practising designer.

Eligibility

A participant must:

- **Be aged between 25 and 35 (as on September 15, 2007)**
- **Heading an independent design venture for at least two years**
- **Demonstrate the ability to promote design in India, in either a commercial context, public context, or both**
- **Demonstrate their potential to be a future leader in the Design sector in India**
- **Have English language skills to IELTS 6 - 'competent user' or above**

Applicants who are primarily academics are unlikely to be short-listed or successful.

Application Process

Download Application form

Applications can be submitted through post/ email, latest by Monday 25 June 2007, to:

R.K. ARUNA
Arts & Culture
British Council Division
17 K.G. Marg
New Delhi 110 001
Tel: +91 11 4149 7312
Rk.arunaa@in.britishcouncil.org

3.

You are invited to HCI International 2007, to be

held in Beijing , P.R. China, 22-27 July 2007, promising to be an unforgettable cluster of high quality international scientific events, and an ideal occasion to come to contact with the most rapidly evolving ICT market in the world.

An unprecedented number of more than 2300 individuals from over 76 countries have registered for this truly international in scope event, where the work of the world's foremost leaders in the field is presented.

Dr. Takeo Kanade, U.A. and Helen Whitaker University Professor of Computer Science and Robotics from Carnegie Mellon University , USA , and founding director of the Digital Human Research Center, National Institute of Advanced Industrial Science and Technology, Tokyo , Japan , will be the keynote speaker at the opening ceremony, on Tuesday, July 24th, 2007. The title of his keynote address is "Digital Human Modeling and Quality of Life Technology" (http://www.hcii2007.org/keynote.html).

HCI International and the affiliated Conferences explore a wide variety of new hot topics which reflect and contribute to a paradigm shift towards ubiquitous interaction, intelligent environments and interactive technologies supporting virtually any aspect of human life and activities in a global and social perspective.

In the Thematic Area "Ergonomics and Health Aspects of Work with Computers", this year's focus is on the future office

environment, with topics such as ecological ergonomic design of office equipment, health effects of working environment choices and the relation between visual discomfort and muscle pain.

The Thematic Area "Human Interface and the Management of Information" puts emphasis on traditional applications such as communication, collaboration, education, business, and knowledge management, but also on novel domains such as environmental applications. Mobile access to information is one of the most popular areas of research, while brain interfaces, embodied interaction, human-robot interfaces and novel visualization techniques emerge as novel forms of interaction with information.

The Thematic Area "Human-Computer Interaction" includes sessions on advanced interaction techniques such as eye tracking, gesture recognition, speech, and novel displays for intelligent interaction environments, such as ambient and table-top displays, smart textiles, and smart home technologies. Emphasis is also put on human-friendliness through multimodal, intelligent, emotional and language-based interfaces. Novel application domains such as electronic and mobile games, medical environments and medication, digital production cultural heritage and living spaces are addressed. Usability and design are a horizontal concern throughout all addressed themes.

The 7th International Conference on "Engineering Psychology and Cognitive Ergonomics" addresses cognitive issues in mental

workload intensive domains such as driving and aviation, as well as cognitive modeling and design.

The 4th International Conference on "Universal Access in Human-Computer Interaction" investigates the universal access opportunities and challenges of advanced technological environments such as ambient intelligence and virtual and augmented environments, as well as of novel types of interaction such as eye gaze and gesture tracking, brain interfaces and human-robot interaction. Application domains include health, education, games, mobility and driving. Accessibility is thoroughly addressed in the web environment, but also in multimedia and various types of documents. Cognitive, learning and ageing issues impacting universal access are also investigated.

The 2nd International Conference on "Virtual Reality" addresses 3D interaction and scene rendering, simulation environments, and practical applications in information appliances prototyping, health, and museum and digital heritage.

The 2nd International Conference on "Usability and Internationalization" focuses on cross-cultural and global design, interaction design for emerging countries, as well as usability and internationalization issues in general and with respect to specific geographic areas of particular importance, such as the Asian and the Ibero-American markets.

The 2nd International Conference on "Online Communities and

Social Computing" explores issues of social computing, security and trust, as well as of learning, knowledge and cultural communities.

The 3rd International Conference on "Augmented Cognition" includes contributions towards new methods and techniques for modeling, analysis and measuring mental states, as well as related applications for task allocation and support, simulation and training. The issues involved in transferring Augmented Cognition from laboratory to practice are also investigated.

Finally, the 1st International Conference on "Digital Human Modeling" proposes shape, size, and motion modeling techniques and tools, approaches to anthropometry and to the modeling of the digital patient, and advanced medicine, rehabilitation, education and ergonomic applications.

HCII 2007 – Final Program now available

- 18 Pre-conference tutorials
- Brain-Computer Interface Technology & 2nd BCI2000 Workshop
- Opening session with the keynote address
- More than 200 parallel sessions
- Poster presentations
- Exhibition including demonstrations by industrial companies

The HCII 2007 Final Program is now available at:
http://www.hcii2007.org/program.html

4.

Immediate Press Release / Call for Entry

Dear Friends and Colleagues,

Please forward to whom might be interested and or print pin-up.Thanks.
http://www.shahneshinfoundation.org/news/pressroom.html

Kofi Annan, Secretary General of the United Nations, once said: "Art was civilisation's first global movement". Shahneshin Foundation (SF) intends to realise this movement. A new metaphor – that of bringing the artists and designers to the table, making the imagination present. Shahneshin Foundation (SF) stresses that art is our one true global language. It speaks to our need to heal, reveal and transform. It transcends our ordinary lives and lets us imagine what is possible.
The SF promotes the FutureThinking through awards, competitions, grants and scholarships that have a history of rewarding people dedicated to transforming communities and even regions through thoughtful design and research.

Jury comprises of Christoph Eggenberger philosopher and cultural historian, Lui Galati designer and architect, Stephanie von Fürstenberg artist, Bettina Schulz editor and writer, Siamak G. Shahneshin critic, and Kenneth Yeang architect and author.

The task we face is daunting. Working separately, we could accomplish something significant in each of our respective spheres. But by working to-gether, we actually have a chance to influence the course of history, and hopefully reverse it.

We would like to thank you and your colleagues for supports in considering in going along with SF into the path of the writing the history of the future through the Shrinkage Worldwide Awards.

All the best,
Rose Farahmand
the SF press team

Press & Public Relation
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F: +41 43 540 00 27
w: shahneshinfoundation.org

Letters:

1. Dear Mr Sunil Bhatia,

Thank Yoy Very Much for your wonderful News-Letter.

regardsg

Rachna Khare

Issue Editor,

ISSN-0973-8339 ABACUS

2.Dear Dr. Bhatia,

Congratulations!

Please keep up the good work that you have been doingg.

Let me know if my help is needed.

Best wishes,

Dinesh Katre, Ph.D.(HCI)
Group Coordinator
National Multimedia Resource Centre
HCI * Usability * Cultural Informatics * e-Learning

Head - Corporate Communications
Graphic Design * Web * Multimedia * Intranet
CENTRE FOR DEVELOPMENT OF ADVANCED COMPUTING (C-DAC),
A Scientific Society of Ministry of Information Technology, Government of India
Agriculture College Campus, Shivajinagar, Pune 411005, India.

Job Opening:
1.

Job Title Product Manager/Strategy 4-ProdDev

Location

Organization Name Fusion HCM Development

Department Description

Oracle HCM (Human Capital Management) is the world's leading supplier of Enterprise-level Human Resource management systems. We are currently developing Oracle's next generation "Fusion" HCM application suite, and we need your design expertise to build innovative applications that will "wow" our customers and set a new bar for valuable, intuitive business software.

Brief Description

HCM Product Management - Functional UI Designer

We are looking for user interface design experts with prior experience designing employee-oriented systems. We emphasize innovative, logical, consistent, and easy-to-use interfaces for all types of users (novice to advanced) including employees, managers, and Human Resource professionals. Ideal candidates will have designed and delivered successful software solutions for the Human Resources or Talent Management domains.

Responsibilities

Design and prototype user interfaces for Oracle's HCM suite of products, using cutting-edge technologies.
Collaborate with HCM business experts and Oracle's industry-leading User Experience experts to define UI use cases and brainstorm attractive, logical, easy-to-learn solutions.
Connect HCM software transactions to business intelligence and employee productivity and collaboration tools.
Plan and conduct usability testing of prototypes and delivered software.
Research and evaluate industry UI trends.

Detailed Description

As a member of the product development division, you will analyze and integrate external customer requirements. Suggest and justify product directions and requirements. Specify, design and implement moderate changes to existing software architecture. Build new products and development tools. Build and execute unit tests and unit test plans. Review integration and regression test plans created by QA. Communicate with QA and porting engineering to discuss major changes to functionality.

Job Requirements

Work is non-routine and very complex, involving the application of advanced technical/business skills in area of specialization. Leading contributor individually and as a team member, providing

direction and mentoring to others. Preferred Qualifications: BS or MS degree or equivalent experience relevant to functional area. 7 years of software engineering or related experience.

Additional Details

Qualifications and Skills

5+ years of complex UI design experience.
Employee-facing applications expertise. Human Resources and related applications experience preferred.
Prototyping experience. Both diagrammatic (e.g. Visio) and HTML-based prototyping skills are desirable.
Process analysis and documentation expertise.
Excellent verbal and written communication skills.
Strong team collaboration skills.

Preferred:
Usability test lab experience.
Experience with Oracle EBusiness Suite HRMS or PeopleSoft HCM applications.
Confidence with working in a globally distributed team.
Bachelors or Higher Degree in Computer Science or equivalent.

Contact person: Jose Mathew (Jose.Mathew@ Oracle.com)
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Serlingampally Mandal, RR District,
HYDERABAD - 500 081.
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Tel(Board) : 091 40 6605 0000
Fax : 091 40 6605 9801.

2.

NID-Autodesk Research Chair for Design Education Innovation

National Institute of Design and Autodesk, (Inc), USA are seeking to identify an outstanding individual to spearhead the Research Chair for Design education innovation to contribute to the spread of quality design education in India.

The Chair provides an opportunity to influence and redefine design education especially in the areas of pedagogy, curriculum structure and delivery systems including online courses. There is also a need to integrate global "Best" and "Next" practices into the multiple tiers of design education in India, as the role of Designer evolves in the creative economy.

The desirable profile of the Chair is that of an eminent design educator / researcher / design leader with relevant experience and interest in developing innovative, technology-design fusion approaches to impart new age design education. Retired eminent professionals (on direct appointment or on deputation) are also welcome to apply.

If necessary, you are welcome to speak with Prof. Sudarshan Khanna, Activity Chairperson, Research & Publications,

National Institute of Design, India (+91 79 26623692 extn.1081) or Mr. Bhupesh Lall, Education Program Manager, Manufacturing Solutions, Asia Pacific, Autodesk Asia Pvt. Ltd (+65 64618100)

To find out more about this exciting & rewarding opportunity, please visit www.nid.edu or www.autodesk. com/India
The CV may be sent to designresearch@ nid.edu

3.

The School of Postgraduate Studies, NTTF, Bangalore invites applications
from engineering graduates (mechanical stream) for admission to the two year
postgraduate degree programme in Product Design. This will be 11th batch.
Course starts on 3rd September.
The admission test will be held on 13th August 2007. The details of the
programme is given below. For more details please see www.nttf
trg.comKindly forward to interested people.

***Postgraduate Degree in PRODUCT DESIGN (PGPD)* ***

Scope :

The programme provides Engineering Graduates with aptitude for creativity /free hand sketching / drawing, the right opportunity to acquire advanced skills and knowledge relating

to product design with extensive exposure to rendering and 3D software.

Design is now recognized as an essential asset to create value and
differentiate the products and services to win the competition. Differentiation can be achieved by enhancing visual and ergonomic aspects of products with appropriate technology to deliver new experiences. Successful products create experiences desired by the users. The demand for professional product designers is rapidly growing as India is becoming a major design hub and product designers have very high career growth potentials.

Objectives :

· Comprehend the process of product design and new product development

Generate innovative ideas and concepts for products that will satisfy
the needs

· Create 3D models in computers and review the designs

· Evaluate the design for ease of manufacture and assembly

· Be familiar with engineering analysis

· Improve the design to achieve customer satisfaction and business
objectives

· Develop skills to make and present virtual or actual concept models, appearance models, mock-up and prototypes

· Be familiar with development of soft tools for batch production of
new products
· Be familiar with prototype testing and design solution modifications.

Scheme of Study :

Semester - I

· Advanced Materials and Manufacturing Processes

· 3 D CAD

· Creativity & Innovation

· New Product Development

· Media Investigation & Communication

· Elements of Design - I

Semester - II

· Studies in Form

· Design for Manufacture & Assembly

· Mechatronics

· Human Factors in Product Design

· Elements of Design - II

· Product Design - I

Semester - III

· CAE and Rapid Prototyping

· Seminar - I

· Group Project

· Systematic Innovation (TRIZ)

· Industrial Case Study

· Lean Design

· Product Design - II

Semester - IV

· Seminar - II

· Project

Award of Degree :

Certificate awarded by NTTF.

Eligibility :

B. E. / B. Tech. in Mechanical / Production / Industrial & Production
Engineering / Industrial Engineering & Management / Automobile Engineering / AMIE / IIIE or equivalent.
A**ptitude for drawing, painting and creative design are preferred.
Students awaiting final semester results can also apply.

Students who have completed their B. E. / B. Tech. degree in first attempt (i.e. without any supplementary attempts) will be given preference. Lady candidates will be given preference.* *
Prof. P Achutha Rao

PD, IDC First Batch
Head - Product Design

School of Postgraduate Studies, NTTF
Bangalore 560058

4. We at CKS are looking for creative people for our Delhi and Bangalore offices. The following positions are are available right now:

1. Illustrator - with good visualization skills (Bangalore)
2. Design Researchers (both Delhi and Bangalore)
3. Interns (Delhi)

Pleas pass this on to people whom you think might be interested.

Resumes, portfolios etc should be mailed to
ila@cks.in
radhika@cks. in

5. Wanted designers for the following areas:
- product design (2)
- furniture design (1)
-graphic design (3)
-exhibition design (2)
-museum design (2)

With or without experience.

Also we are once again accepting trainees, apprentices

and dip projects.
email: mindseyedesignplc@ gmail.com with your details, interests, and specially what and why makes you tick!
MIND'S EYE DESIGN PVT LTD
Ahmedabad.

6. **Looking for a graphic designer for my company MIH Web Pvt Ltd. MIH is owned by the Naspers group and is a year old start up in India. We mainly build web & mobile applications and services. You can see our online presence at www.ibibo.com**

Currently we are looking for a graphic designer to join our design team in Gurgaon. He / she should have at least a year's experience designing for the web. He / she should be inventive, motivated, pay close attention to detail, be able to meet tight deadlines and work well under pressure.
He / she must have Expertise with Photoshop / Illustrator / Corel draw / Flash.

For consideration send your CV and a few of your work samples to me at
sunandini.basu@ mihindia. com and not to the group.
"The details are not the details. They make the design' - Charles Eames

Sr. Manager, UX

7. **We are seeking profiles for following roles**

careers@lokusdesign .com

Job location: Pune

Product Designer (2)
Product Dev Engg (2)
Graphic Designers (2)
UI Designers (2)
Furniture Designer (1)
Interior Designer (2)
Architects (2)
Site Architect (2)
Project Mgmt Eng (1)
Business Dev Mgr (2)
Financial Analyst (2)

LOKUS Design
It gives us immense pleasure to introduce LOKUS design. As a Global Design Solutions provider, we design & develop cutting-edge, reliable, high-quality design solutions and value- added professional services that provide customers around the world with smarter ways to be productive and competitive. We base our success on our customers achieving their goals: productivity in business and enhancement of personal life.

LOKUS design has registered office in Pune, India with operations spanning across 19 countries through Strategic Alliances. LOKUS design brings in experience of Packaging

Design, Product Design, Brand & Graphic Design Services, System Design & development. We provide business solutions in highly competitive sectors/ industries & have managed Strategic & Systems Design assignments for a wide spectrum of Businesses and Industries

Our client engagements have included Design for Cox & Kings, Ezeego1, British Petroleum, US Army, Tata Tinplate, ITC, Pidilite, HLL, Pfizer, Sharp, Sony, Videocon, LG, Weikfield, Hidesign, Jindal, Citymax, Bombay Dyeing, BDA, Ranbaxy, Honeywell, B.P.C.L, More Mischief, MIT Group of Institutes to name a few.

For LOKUS design Pvt Ltd,

Director

careers@lokusdesign .com

8. International Cars & Motors Limited (ICML), is a Group Company of the Rs. 1200 crores Sonalika Group. With state of art research and production facilities, ICML has rolled out its first MUV called Rhino on roads recently. Currently ICML is looking for a industrial designer for its various vehicle styling projects as apart of their expansion plan.

Description:

Responsible for designing and developing concepts for vehicle design from initial ideation through final prototyping. Presently We are working on various interior and exterior styling projects for a range of vehicles. The company has recently joined hands with one of the leading European design house for a styling project.

Responsibilities:

Driving the aesthetics and usability of variety of vehicles. Producing quick concept and more refined presentation level sketches within tight deadlines . Mentoring and managing junior staff, such as junior engineers and surface modelers, to help deliver product efficiently.

Getting involved in helping the team maintain a high level of design

detailing throughout the course of projects

Skills:

Excellent feel for 3-dimensional form and function through sketches.

Strong surfacing ability with Rhinoceros/ Alias for 3D modeling. Sufficient knowledge and understanding of engineering and manufacturing processes and materials Good understanding of ergonomics Experience with automobile industry is preferred.

Remuneration would be the best in the automobile industry. Interested should mail their profile and sample of work/link of portfolio at any of the following addresses

Isha Batra (ishabatra@icml. co.in)

Industrial Designer

International Cars and Motors Limited

(More jobs in our website www.designforall.in

APPEAL:

Researchers at the IDEA Center and Concrete Change have received funding to collaboratively produce a comprehensive document on Visitability. The report will be targeted towards advocates and other individuals interested in learning about and/or starting an initiative, and will be widely disseminated when complete.

As part of the research, we are trying to update any outdated information about existing Visitability city or state ordinances we might currently have. If you've participated in passing or know of ANY Visitability- type ordinance (whether or not the word Visitability per se is used) please check the link below to make sure its existence is noted.

We would greatly appreciate any additions and/or corrections to the spreadsheets of existing city and state ordinances that can be found at http://www.ap. buffalo.edu/ idea/visitabilit y.

After checking the spreadsheet to see if there are any omissions or errors, please email your corrections or additions off-list to either jlmaisel@buffalo. edu or concretechange@ mindspring. com.Thank you in advance for your help. We really feel this document will prove to be a valuable tool in the effort to increase the number of Visitable houses.

Jordana Maisel
Eleanor Smith

For free Registration: write to

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Write to us about change of e-mail address:

address@designforall.in

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Feedback@designforall.in

Forthcoming Events and Programs:

Editor@designforall.in

The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.

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