



# Solar Outdoor Light Collection



## Summary

New product design contest on Desall.com: Shenzhen Lead Opto - Technology and Desall invite you to design a new collection of outdoor solar lights.

**Official contest page:** <https://bit.ly/SolarLightCollection>

## Company Description

Shenzhen Lead Opto - Technology Co., Ltd. is an enterprise specializing in the production of LED solar lights. Its development and production headquarters is located in Shenzhen, China. At present, their top-selling product has 42 global patents and 129 domestic patents. We have successfully cooperated with many international well-known customers to provide high quality, fast delivery and excellent service.

## What we are looking for

Shenzhen Lead Opto - Technology invites you to design a **collection of solar outdoor lamps dedicated to home courtyards**, characterised by a **great attention to detail** and **innovation**.

## Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

**Product typology:** you are invited to design a **collection of 3 innovative low-power solar outdoor lamps**, consisting of **1 wall lamp** and **2 lamps** of other typologies, including for example: external garage lights, column lights, garden lights, others at your discretion. With no need to be attached to the power grid, the lamps might be **installed and freely moved by the consumer**, also opening the possibility to cover a wider area in the courtyard and annexed outdoor space, by employing several lamps (even more than 3), creating a customisable illuminated area.

**Functionalities:** the lamps will be powered by **solar panels** - embedded in the design - that will allow the consumer to install and reposition the lamps where most needed. In support to its basic functionalities, the lamps you design will be equipped with **motion detector** (Smart PIR sensor) and might also include **other technologies at your discretion**, in order to expand their functionalities (see *Technologies* paragraph below).

**Size:** there are no specific indications for the size of your lamps, provided they are **in line with the current market offer of low-power solar lamps**. For the size of your lamps, take into consideration



also the approximate **size of the solar panel** you are going to include, **based on the watt output**, ranging **from 1 to 10 watts** (you may refer to same output solar panels already available on the market). Please refer to the *Material files* for some examples and some further info on the main components.

**Materials and production technologies:** the lamps shall be designed with a view to their **industrialisation** and keeping into consideration **mass production technologies** (for ex. injection moulding, etc.). They shall be mainly made of **ABS plastics** (main body) and **PC** (polycarbonate) for the transparent surfaces. At your discretion, the possibility to also **use some metal** (or other suitable materials) **components**. As outdoor lamps, they must be **dust and water sprays resistant**, ideally fully compliant with IP54 requirement (optional/nice to have).

**Technologies:** the lamps you design shall be equipped with:

- **Solar panel:** its power will be between 1 to 10 watts, depending on the expected *luminance* output; its shape can be square, round, trapezoidal or other regular shapes. Its surface will be rigid, so it cannot be bent.
- **Battery:** from 1 to 4 lithium batteries, depending on the lamp power (more info in the *Material files*).
- **Smart PIR Sensor:** motion detector, shaped as a half sphere.

At your discretion the possibility to **include other technologies** to make the lamps even smarter. The lamps must be perceived as **smart products**, so **the innovation** you suggest **plays an important role** in the brief. Please refer to the *Material files* for more info.

**Style and shapes:** the **3 lamps of your collection** shall have the **same family feeling**, sharing a **common design code**. They shall be designed with a **great attention to detail** and **aesthetics**, drawing inspiration from a **minimal** and **modern style**. You are **free to suggest the shapes you prefer**, ideally suggesting **compact** volumes, based on your design concept. Their **aesthetics shall be one of the distinctive traits** that make them stand out from other competitor products (see *Inspiration* tab to learn more about the current market).

**Target:** the lamps are for **outdoor use only** and shall be specifically designed for **home courtyards** and **family consumers**.

**Values to convey:** the lamps you design shall be perceived as **smart, technological** and **eco-friendly** products. They shall **match the target customer expectations**, ideally meeting their **lifestyle** and **emotional needs**.



**Deliverables:** upload all the images that better present your **collection (3 different lamps, 1 wall lamp and 2 other typologies)**, providing 3D renderings, descriptions and other materials at your discretion. For a better evaluation of your project, **please also include 3D CAD files** in a .ZIP archive to attach from the upload page. The archive may contain additional materials (high-res images, PDFs, etc.).

**Evaluation criteria:** in the evaluation of your submissions the Sponsor will take into account the following criteria:

**Degree of Innovation (5/5)**

**Aesthetics (5/5)**

**Usability (4/5)**

**Reaching target customer (4/5)**

**Technical feasibility (3/5)**

**Language:** since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

## Contest timeline

Upload phase: 09<sup>th</sup> April 2020 – 09<sup>th</sup> June 2020 (1.59 PM UTC)

Client Vote: from 09<sup>th</sup> June 2020

Winner announcement: approximately by 08<sup>th</sup> August 2020

## Optional deadlines

Concept revision: 10<sup>th</sup> May 2020 (1.59 PM UTC)

**Concept revision:** deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project, include the description project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.



## Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the [www.desall.com](http://www.desall.com) web site, via the upload page related to “Solar Outdoor Light Collection” will be accepted.

## Award

1°: €5000

The selection of the winner by Shenzhen Lead Opto - Technology will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

## Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 3,500.00= (three-thousand-five-hundred/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the “Have a question” button or write to [contest@desall.com](mailto:contest@desall.com).



## Submission Guidelines

**Project images:** the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

**Descriptions:** we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

**Additional material:** in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

**Concept revision:** revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

**Hidden option:** only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

*You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.*