

Solid

design solutions

# Industrial Design SPOTLIGHT

PRODUCT DEVELOPMENT • MACHINE DESIGN

**Company:** Zivix LLC  
**Industry:** Music  
**HQ:** Golden Valley, Minnesota, USA  
**Webpage:** www.zivix.net



Based in Minneapolis, Zivix is a hardware, software, and technology company focused on making musical instruments more accessible for everyone. The Zivix team has been actively developing software/apps for multiple platforms including iOS and Android since 2010.



## Jamstik

Client: Zivix

- Patented sensing system in frets
- Authentic guitar expression, string bend, and pick sensitivity
- Real guitar strings and frets
- Built-in Wireless connectivity
- Connect to hundreds of MIDI applications



### Situation:

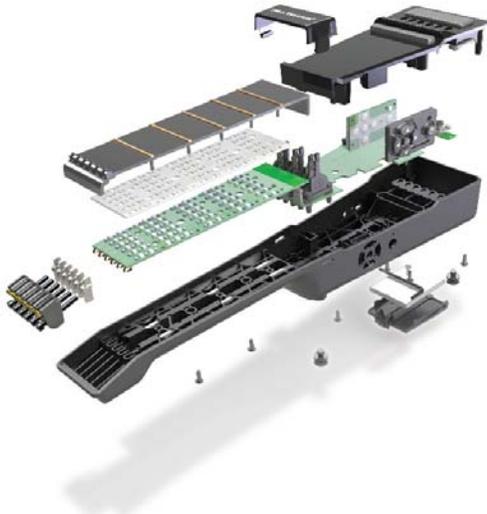
Zivix encountered some obstacles in the middle of their Jamstik product development effort. They had great new technology, great software, and attractive models. A successful Indiegogo crowdfunding campaign also meant they had many customers waiting for the exciting new product, but they were struggling to pull it all together into a fully functional, reliable, manufacturable, and marketable product.

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## Process:

Solid Design Solutions (Solid) took on the project to carry it that long last mile. With a fresh set of eyes and a focused, detailed, and analytical engineering approach, Solid rapidly re-engineered the product. A multitude of product performance, durability, material selection, and manufacturing issues were identified and solved. After extensive testing, Solid provided guidance selecting ideal contract manufacturing partners to take the Jamstik smoothly into production.

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## Solution:

With real strings and real frets, the JamStik, through its patented sensing system, can see the player's fingers, which provides users a first-of-its-kind system to learn and play the guitar. Play it almost anywhere on your favorite device with no tuning, low latency, and wireless midi connectivity. Beyond learning, it also works as a controller that digitally connects with hundreds of MIDI applications, allowing for unlimited uses.



*"Zivix was searching for a design partner who could assist us in doing a total re-design of our Jamstik product and do a quick turn on a new product, the PUC, to hit the market quickly. A partner with deep technical skills, but highly creative, one who could look at our products from the eye of the manufacturer and the customer, and one who had the people and depth to cover all the details. We needed the product to be cost effective, easy to assemble, but innovative in design.*

*We have been ecstatic with the work and results of Solid Design Solutions and would highly recommend them as a design firm, who under-promises and over-delivers, which is rare. Smart, good sense of humor, strong engineering skills that support their creativity. A great combination!"*

*- Ed Cannon, CEO  
Zivix LLC*

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## Learn more:

Contact us to find out how Solid's Industrial Design process can lead you to an innovative solution that will energize your market.

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