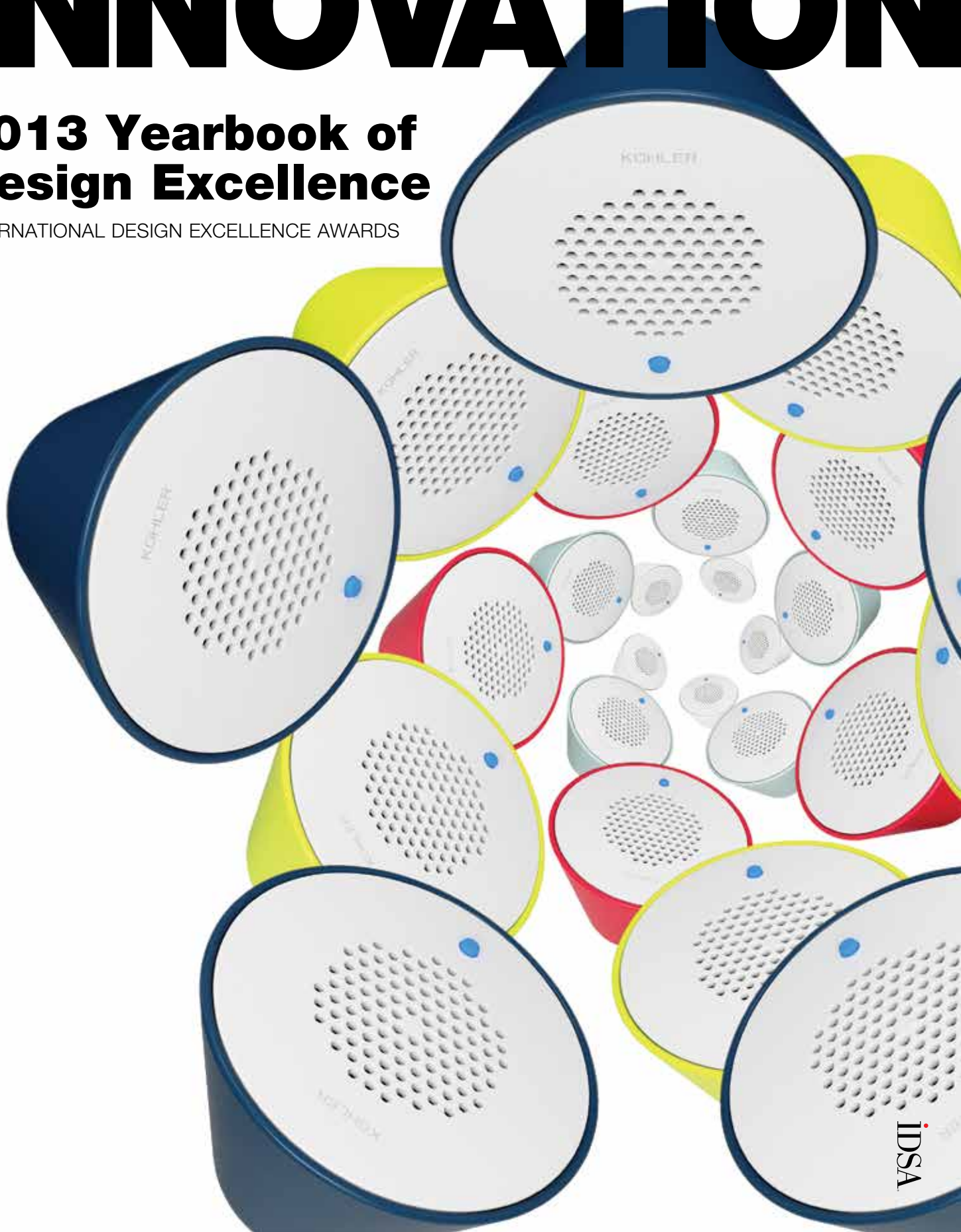


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“Having the courage to be bold when it matters most is an adequate description of how a fading Nokia spent a splash of color and much more to revive its brand, image and reputation.”

—Torsten Fritze, Studio & Partners



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Publisher

IDSA
555 Grove St., Suite 200
Herndon, VA 20170
P: 703.707.6000
F: 703.787.8501
WWW.IDSA.ORG
www.idsa.org

Executive Editor

Mark Dziersek, FIDSA
Managing Director
LUNAR | Chicago
mark@lunar.com

Advisory Council

Gregg Davis, IDSA
Alistair Hamilton, IDSA

Sr. Creative Director

Karen Berube
IDSA
703.707.6000 x102
karenb@idsa.org

Contributing Editor

Jennifer Evans Yankopolus
jennifer@wordcollaborative.com
404.478.6433

Advertising

Katie Fleger
703.707.6000 x104
katief@idsa.org

Subscriptions/Copies

Jill Richardson
703.707.6000 x118
jillr@idsa.org

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Far Left: Nokia Colour and Materials Design Strategy, p. 82.

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By Lydia Bjornlund, *Innovation* contributing writer

Nest Learning Thermostat™, Second Generation

DESIGN THAT KEEPS GETTING SMARTER

Most consumers don't think much about their thermostats. Maybe this is because most designers haven't given the thermostat much thought either. The average thermostat is an ugly beige bit of plastic, a sort of necessary evil often awkwardly positioned as a focal point in a family room. The biggest improvement in thermostats was to make them programmable, but studies show that the majority of Americans don't bother to program their thermostats. Given the fact that thermostats control approximately 50 percent of the energy consumption in the average American home, this represents a huge waste of energy—and a huge opportunity for Nest Labs' innovators.

The first iteration of the Nest Learning Thermostat™ was introduced in October 2011, interrupting an industry that had seen little innovation in decades. The response was immediate and overwhelming, with consumers enthusiastically embracing the world's first self-learning thermostat. Rather than resting on its laurels, Nest Labs set out to improve upon its design to offer improved sensing functionality and easier installation. The result is the Nest Learning Thermostat, Second Generation. Easy on the eyes and easy to install, this newest model is compatible with 95 percent of heating and cooling systems.

The look of the first Nest Learning Thermostat was a revolutionary improvement over the traditional thermostat, and the Second Generation is even more attractive. Proving that you can never be too thin, the Second Generation is 20 percent thinner than its predecessor. The spirit of the design is embodied by the head unit—a svelte circular form factor with an intuitive interface. The housing is a single piece of stainless steel with a mirror finish that reflects the color of the surrounding walls. The resulting chameleon effect helps Nest integrate into the user's home and blend with any decor.

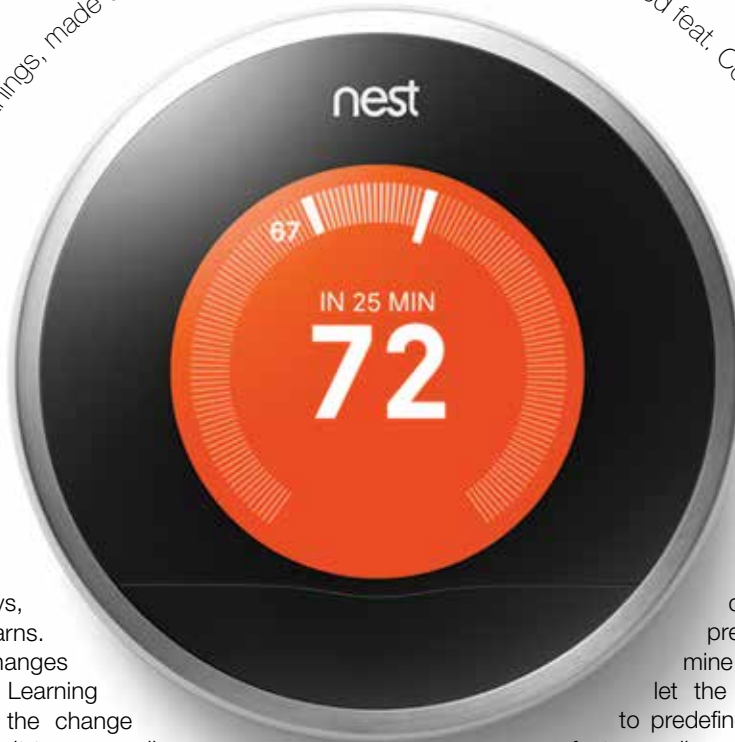
The user interface is refreshingly simple and intuitive with a button and scroll wheel combined into an elegant package. Turn the ring to adjust the temperature; press any part of the lens assembly to select. Choices are confirmed with a subtle muted click.

The heating and cooling are designated by both color and number. The color screen glows orange when it is heating and blue when it is cooling. The display is slightly magnified by the optically polished lens. A proprietary occupancy sensor sits underneath the display. Viewed from more than a few feet, this element disappears, blending with the display lens surface.

Another goal of the designers was to make the Nest Learning Thermostat easy to install, and they didn't disappoint. Nest is packaged with everything the user needs for



“Simple things, made easy and exceptionally well. A rarely accomplished feat. Compliment!”



—Torsten Fritze,
Studio & Partners

quick and easy installation, including a built-in level, reverse clips that hold the wires and a wall mount. Within just 15 to 30 minutes, the thermostat is on the wall and ready to do its thing.

For the next seven days, the Nest listens and learns. Every time someone changes the temperature, the Nest Learning Thermostat incorporates the change into its database, enabling it to personalize its features. Once it has learned the consumer's patterns and preferences, Nest takes over control to anticipate needs, automatically balancing the comfort and energy savings.

When users adjust the temperature, Nest informs them how long it will take to reach that target, discouraging people from setting their thermostat higher than desired in the mistaken belief that the house will heat up faster. Users are encouraged to make further energy-efficient choices via a green leaf logo that glows brighter when they turn the ring beyond their standard comfort zone. Given the fact that turning down the thermostat by a single degree can offer 5

percent in energy savings, this could indeed help users find new energy savings.

In addition to the customized temperature schedule, the Nest has proximity sensors that detect whether anyone is present. If the sensors determine that nobody is home, they let the temperature drop or rise to predefined limits. Meanwhile, Wi-Fi features allow the thermostat to be programmed from the Nest website or a smartphone, enabling users to warm up the house before returning from vacation or to let Nest know they won't be home for a while.

For the first 10 days, Nest's energy history screen provides users with detailed data about their energy use, showing when and how often the heat or air conditioning was on during the course of each day. The Nest Learning Thermostat further explains daily fluctuations with icons that indicate whether changes were due to changes in the weather or the user's presence in the house. An optional monthly energy use report can help keep users on the road to energy savings. ■

Designed by **Nest Labs** and Fred Bould, IDSA of **Bould Design**

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