



## CLIENT NEED

The OC team was inspired to build a smart electric vehicle charging station with sustainable character. This electric vehicle charging station uses 80% electricity from the sun and air as well as piezoelectric tiles. Thinking of creating an even more environmentally friendly charging system, we created a product that has almost zero impact on the environment and gives life to our car. Some of the features of the EV charger are:

- Higher charging speed
- Less electricity consumed by the electronic net
- Electricity generation through gravity and pressure

A Sustainable Electric Vehicle Charging Station with 80% less electricity by the electronic net.

## INDUSTRY

Throughout recent years, the electric vehicle industry has undergone massive developments. This is especially true in the Asia Pacific region, which accounts for the most battery electric vehicle sales worldwide.

The region's sales of battery electric vehicles have increased dramatically since 2010. Furthermore, China is estimated to have the most electric vehicles in use. Into 2023, China is forecasted to continue to produce the most electric vehicles in the Asia Pacific region. Together with Japan and South Korea, these three Asian countries lead in the worldwide field of electromobility.

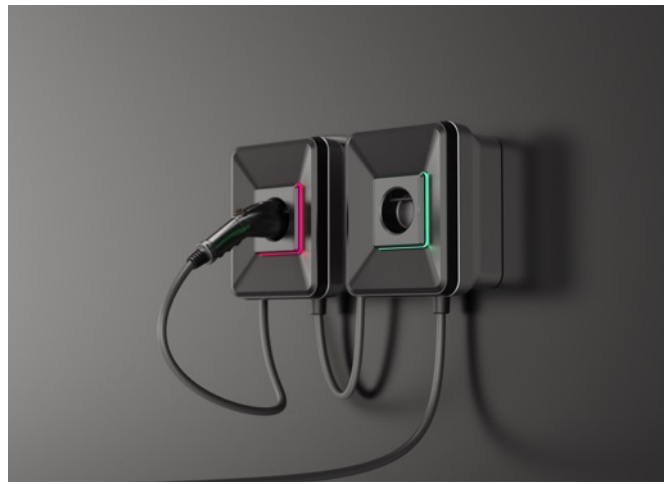
## OUR INNOVATION

Searching for eco-friendly vehicle charging solutions, we were inspired by a charging system that is unmatched on the market and operates through renewable energy sources.

After study and research in the field of electric cars as well as renewable energy sources, we found a power generation system that is 100% usable and can be added to other applications.

For the energy production we use the sun and the wind but also an even more innovative source which is the alternating gravity.

We utilize the alternating gravity by creating some tiles that can be placed on the road and each time they are pressed depending on the load, they produce energy for the charger.



As a **design and innovation consultancy**, we did the followings:

- market research and competition
- brainstorm for the EV charging station
- 20 ideas
- 8 concepts
- 2 CAD designs



## WE AT ORANGE-CIRCLE

We have developed an electric vehicle charger with an ecological character, as the energy it provides is more than half ecological and comes from the environment without creating an impact on it. Recognizing the benefits of this invention we can study in the future solutions where all energy will come freely from the environment without any cost and impact on the nature.

### CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

### BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

### LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

### CONTACT US

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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)