

Research · Industrial Design · Engineering Science · Medical · Technology Development · Electronics · Software · Innovation



## Fisher Price® Fun Photomaker – Digital Camera /Printer Toy

CDP approached Fisher Price® Inc. with an idea for using new technology to create a world first in the toy market. We conceived of an integrated digital camera and printer that would let kids have fun printing quick, inexpensive pictures.

Developed in the early days of consumer digital photography, what made this product feasible was CDP's tiny and cost effective digital camera PCB and lens design. Coupled with a small thermal printer designed never to suffer from paper jams, the result was a realistic, working design for a simple and easy to use camera / printer.

The Fisher Price® Fun Photomaker brought kids an instant result from taking a photograph at a price point that suited parents.

### *Skills deployed*

- Industrial design
- Electronic design
- Mechanical engineering
- Project management

