

We are an innovation studio

NEWFOUNDRY®

We fuse strategy, design, engineering, and user experience expertise to create next-generation market opportunities, products, and services. Our clients are organizations of all sizes and across major industries who seek a trusted partner to deliver engineered solutions and marketplace experiences that are brand-building, beautiful, and smart.

SERVICES

EMBEDDED ENGINEERING
CLOUD-BASED PLATFORM DEVELOPMENT
WEB AND MOBILE APPLICATION DEVELOPMENT
HMI AND USER EXPERIENCE DESIGN

STRATEGY DEVELOPMENT
IDENTITY AND VISUAL LANGUAGE DESIGN
GRAPHIC ANIMATION
DEMONSTRATION DESIGN

"We reached out to NewFoundry to help us elevate our presence at CES 2017. What they delivered was beyond my expectations, encompassing everything from a strategic messaging platform to a compelling visual language to creative ideas for infusing our demonstrations and other touchpoints with the story we wished to tell."

Amrit Vivekanand
Vice President, Automotive Unit
Renesas Electronics America

PARTNERSHIP WITH RENESAS

Since 2013, NewFoundry has worked closely with Renesas Electronics America on a number of engineering, design, and strategic brand-building initiatives, including the Renesas Skyline Fleet, Skyline App, Infotainment platform, Ovasys platform, Embark development platform, HMI design for Skyline Lincoln, and SDR demonstration. Our work with Renesas has been featured at DevCon and CES.

CES 2017 DELIVERABLES

Messaging strategy and themeline, visual language, RenesasAtCES.com website, communications platform, collateral and signage design, apparel selection, graphic animation, ideation and design of guest experiences, HMI design on Skyline Cadillac and Skyline Lincoln, SDR demonstration, and SDR HMI design.

