



# Products with Cultural Identity

Connecting Design,  
Technology, and Tradition

CP-500680

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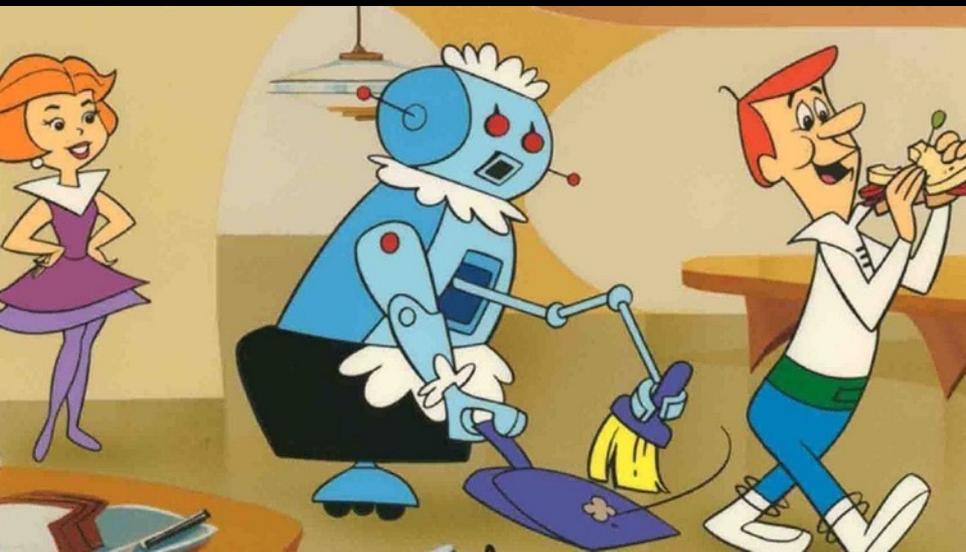
Laying down  
the *Smart* road

2001: A Space Odyssey  
(1969)



Apple iPad  
(2010)

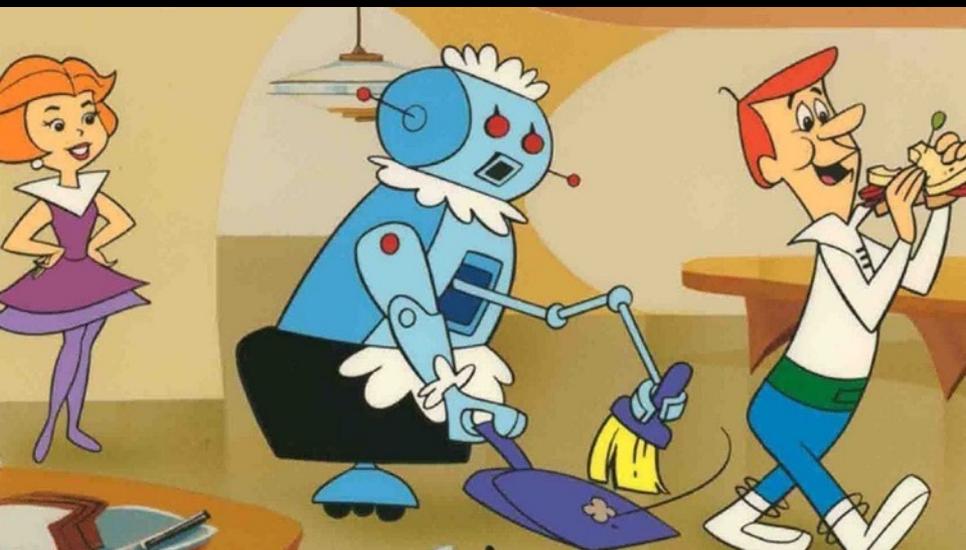




The Jetsons (1962)



Temi Robot (2018)



The Jetsons (1962)



Robots from Groove X, LG,  
Sony, Zoetic, Ubtech (2019)

A collage of images illustrating the evolution of robots. On the left, a classic cartoon scene shows a woman in a purple dress, a blue robot vacuum, and a boy with a red hat. On the right, modern AI-powered robots are shown, including a white LG CLOi robot, a black bear-like robot, a white robot head, and a white humanoid robot. The text "Today's vision influences tomorrow's reality" is overlaid in the center.

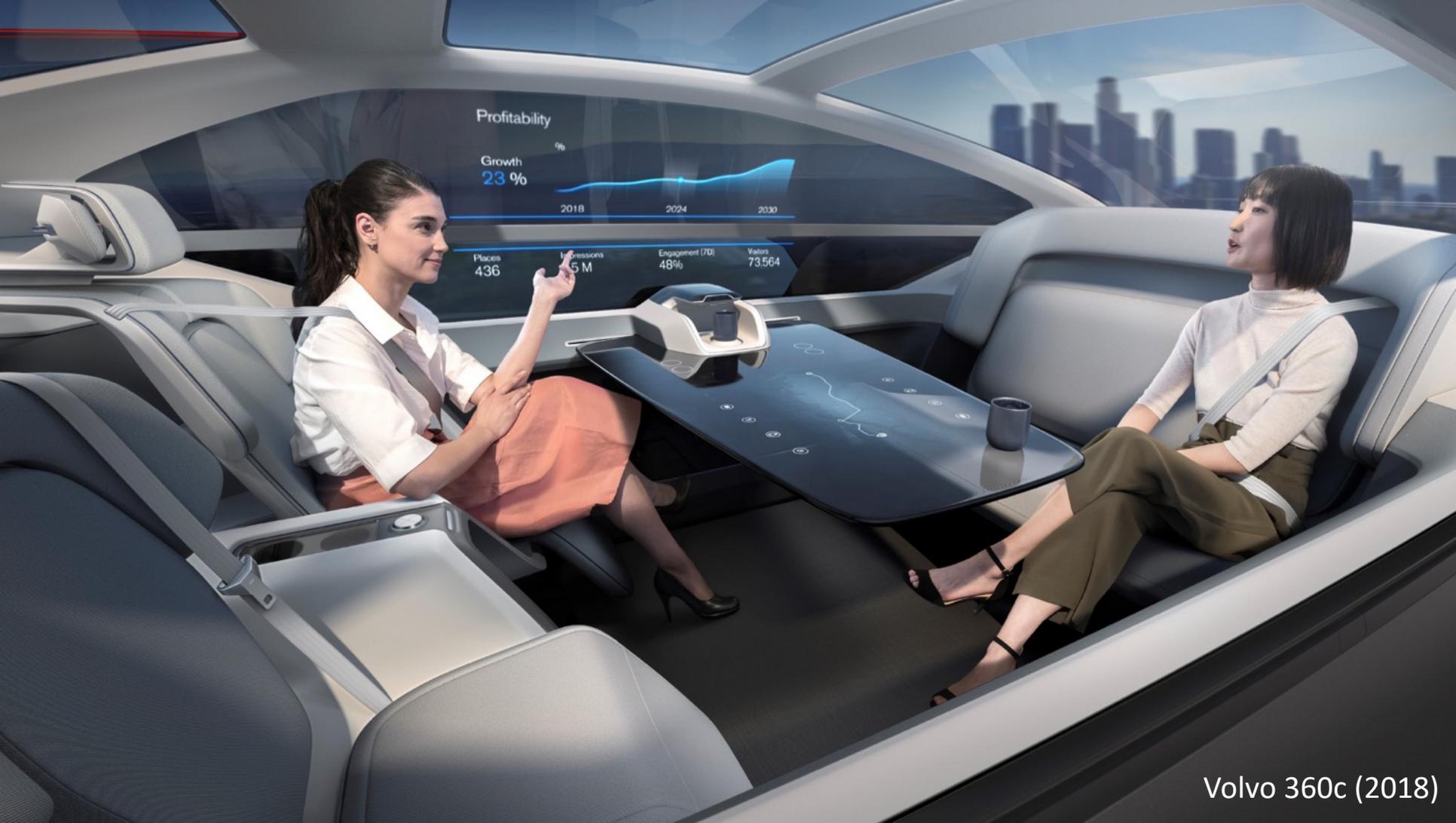
Today's vision influences tomorrow's reality



Total Recall (1990)



Tesla (2019)



Profitability

Growth  
23 %



Places  
436

Impressions  
5 M

Engagement (70)  
48%

Views  
73,564

A futuristic car interior with a large digital display showing business data. Two women are seated in the front seats, looking at the display. The display shows a line graph for Profitability and Growth, and a table with four columns: Places, Influencers, Engagement (%), and Views. The background shows a city skyline at night.

**How are we influencing  
the identity of future products?**

Places	Influencers	Engagement (%)	Views
436	5 M	48%	73,564



Google



FocusCalm



Apple



Oculus



Amazon Echo & Google Home

**How are products reflecting  
individuals and society?**





A top-down view of a wooden desk. In the center is a white notepad with a metal fastener on the right side. To the left is a red apple and a woven basket. To the right is a stack of magazines, with the top one featuring a woman's face and the word 'WAVE'.

# STEPPING OUT OF SLATE #1



A wooden shelf with a light-colored background. On the left, there are several books with blue and brown covers. A green vine with heart-shaped leaves hangs over the books. In the center, there is a white candle with a label that says "COLOGNE". To the right of the candle is a small, dark brown, conical lamp with a silver-colored top. The text "STEPPING OUT OF SLATE #4" is overlaid in the center of the image.

**STEPPING OUT OF SLATE #4**



Yoto Player





# Checho

Latinx Home Hub

# What is Checho?

Pronounced Ché-Chó

Voice-controlled smart home hub that plays music, answers questions, sets lights and appliances, and performs many other tasks in and around the home.

In similar fashion to Amazon Echo and Google Home, a simple “Oye Checho” will get the device’s attention.





How does  
Guatemalan culture  
look like?











## Checho to the Rescue

Having a helping hand around the home is common in Lanitx cultures.

Smart hubs are designed to provide information, manage devices and even to keep someone company.

For many users, smart devices feel foreign, unfriendly, and intimidating.







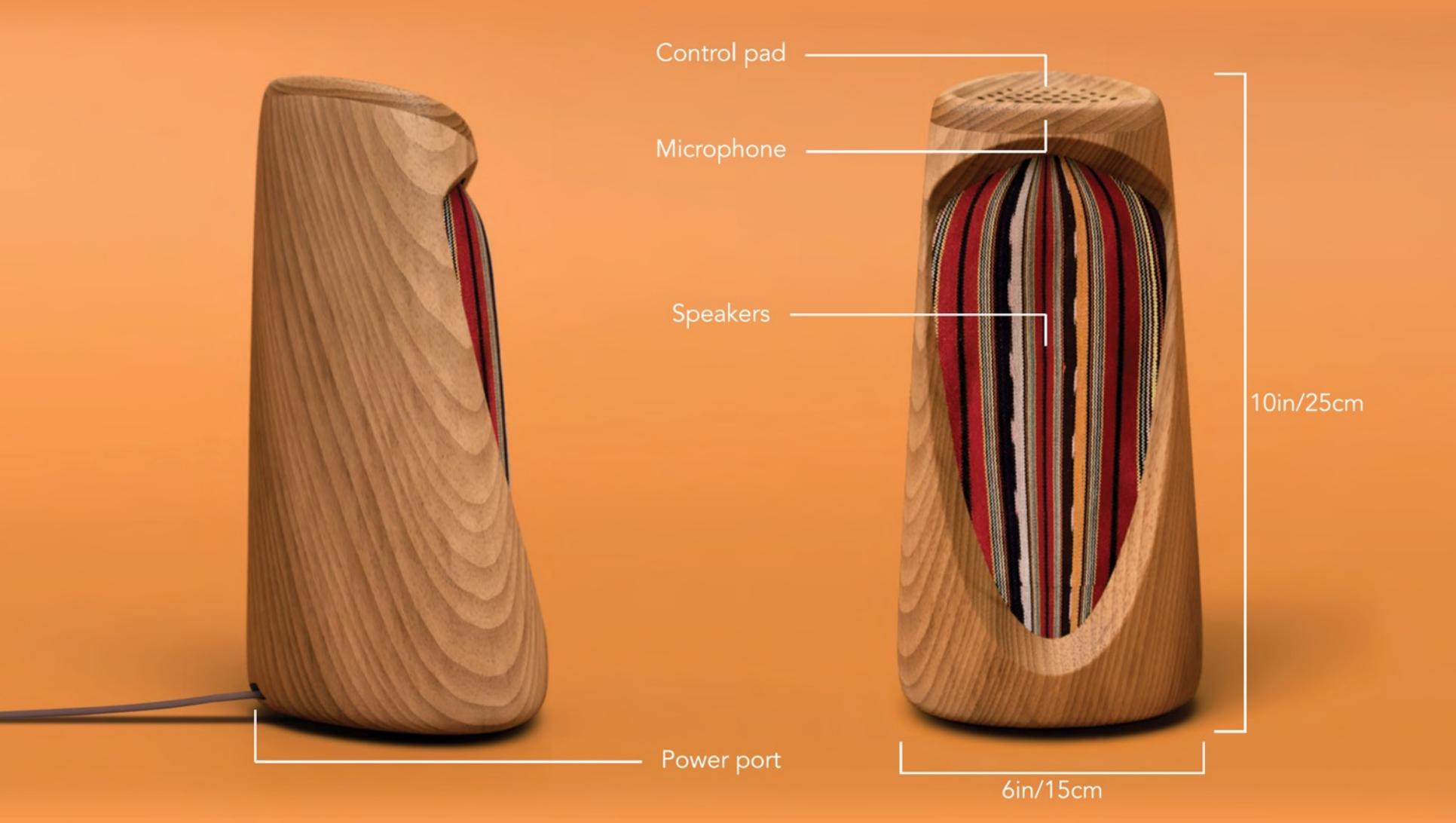


## Blending tradition and technology

Checho's internal components include multiple microphones, high-fidelity speakers, and an AI system that manages other connected devices.

A fabric screen in the front allows for sound to come out of the device without distortion.

The top section includes holes with capacitive sensors that allow to input gesture commands.



Control pad

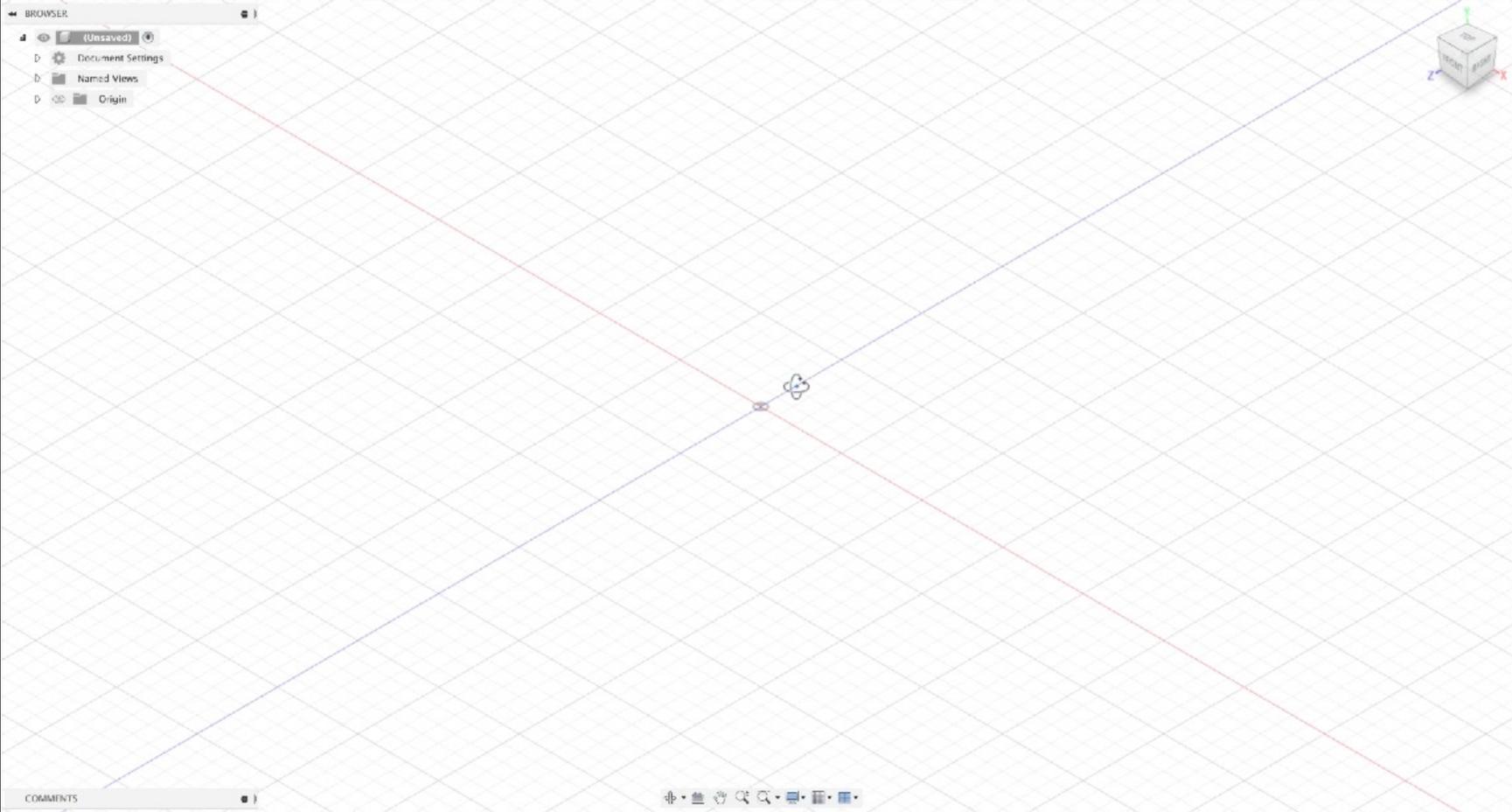
Microphone

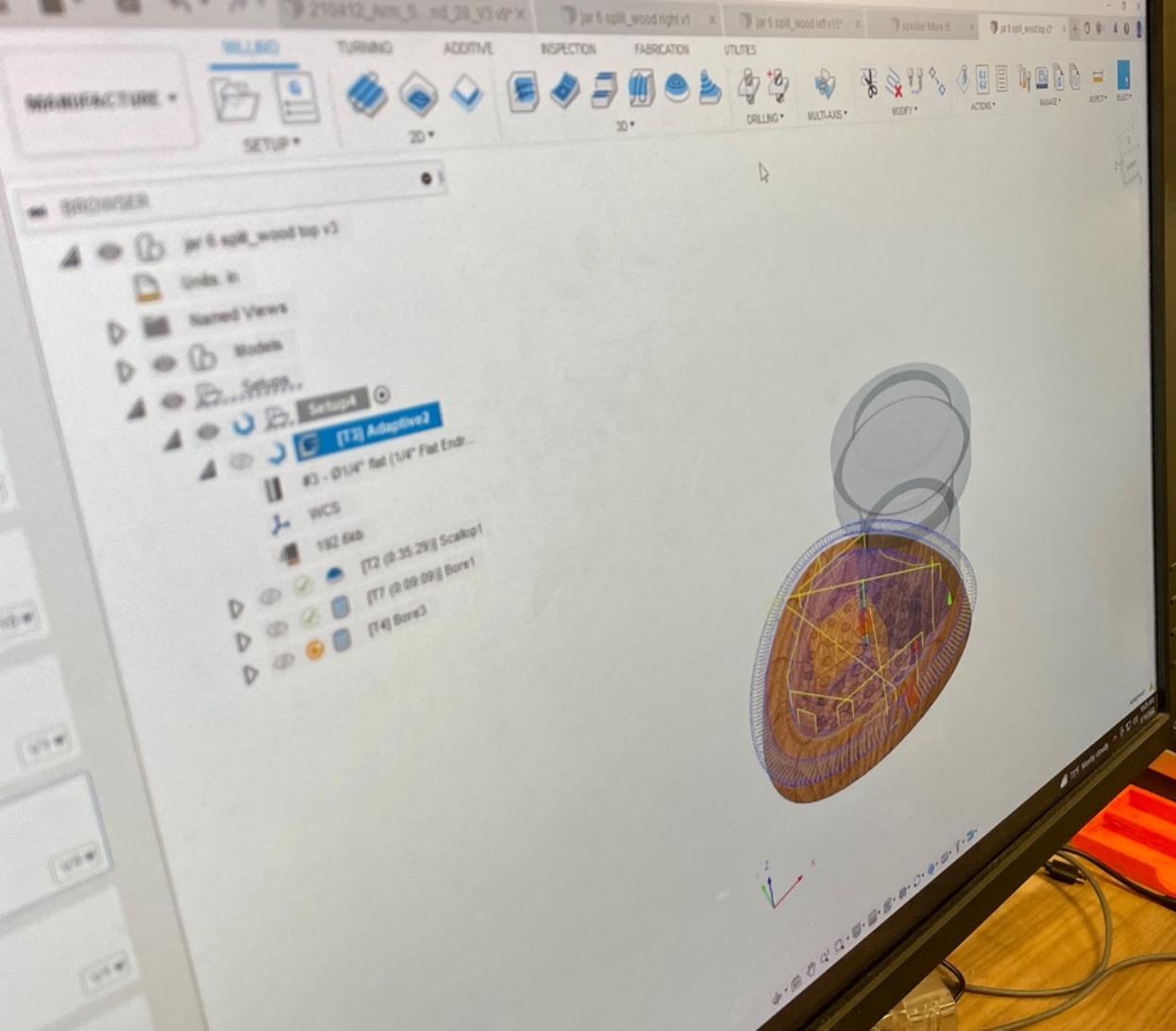
Speakers

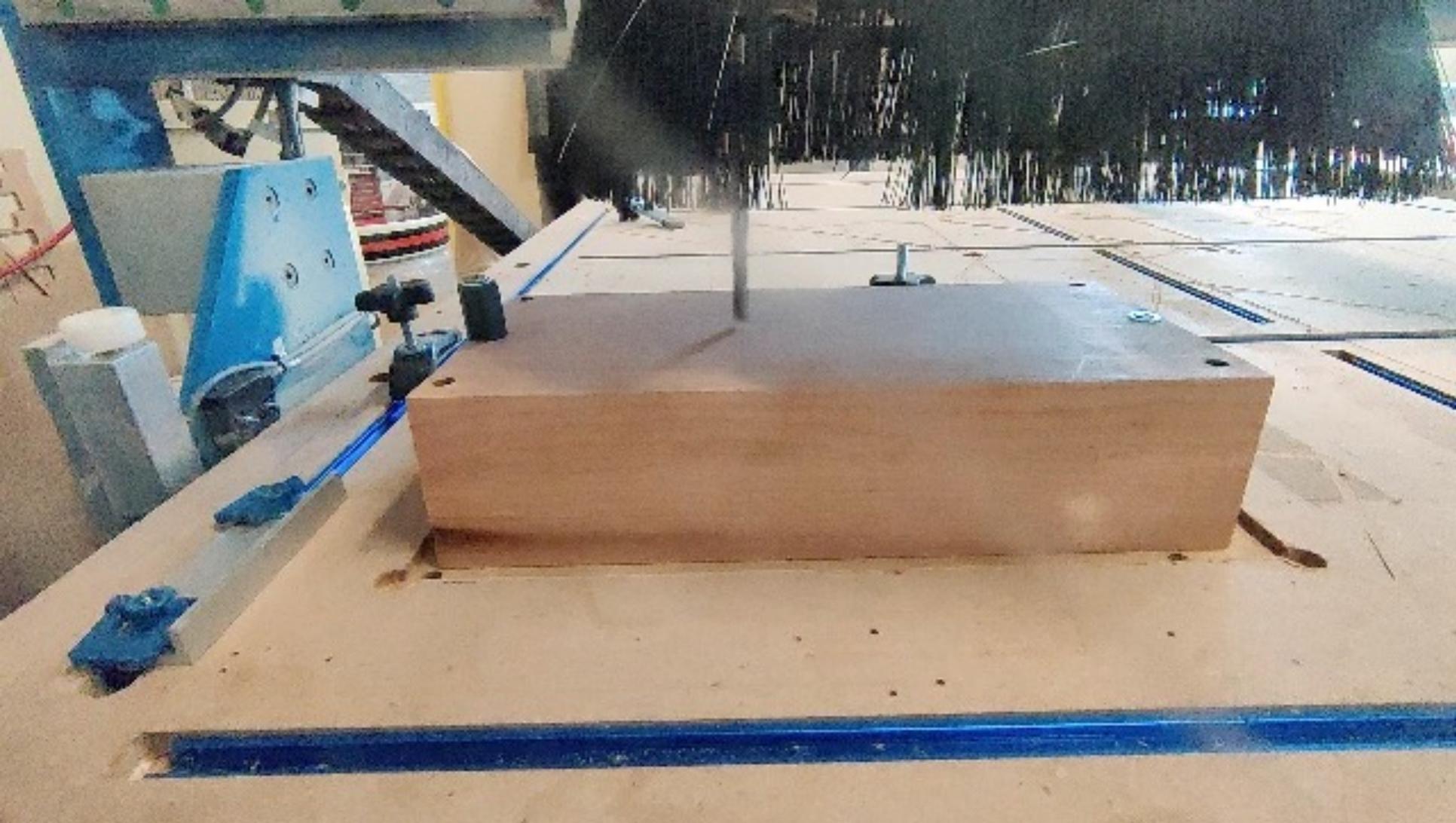
Power port

10in/25cm

6in/15cm











# Checho's Identity

Checho is an example of how smart hubs can be presented in a way that is more aligned with traditional cultures, in this case Latinx.

Hi-tech products can have an appearance that echoes tradition and culture.

Checho uses traditional materials and aesthetics to make technology feel more familiar and accessible.



# Checho

Latinx Home Hub





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