

The new BT handsets designed by TheAlloy help to set the brand apart from the competition

Submitted by: XL Communications

Thursday, 30 October 2008

TheAlloy designs new cordless telephone handset identity for BT

Farnham October 30th 2008 – Leading design consultancy TheAlloy, has today announced the successful creation of a new range of ‘identity’ cordless phones for long term partner British Telecom. The result of a two year programme to fundamentally redevelop the already successful line of home handsets, TheAlloy has created a range of new cordless telephones to appeal to BT’s broad consumer base, which associates the company with cutting edge technology, value and style.

The successful implementation of this programme, resulting in the Graphite 1100, Freestyle 750 and forthcoming Stratus 1500 cordless handsets, marks another important phase in the longstanding strategic partnership between BT and TheAlloy, creating through design a new device brand identity for the long established, and market leading company.

With feature sets that are comparable to competitors on the market, it is TheAlloy’s design framework that sets the new BT cordless handsets apart, expressing device brand values that complement the BT network’s commitment to deliver the best end to end customer experience. By delivering brand consistency across the range the user can focus on comfort, ease of use, build quality, attention to detail, elegance, and design when selecting their new phone.

All new handsets across the range adhere to a design strategy called ‘rails and digital paper’. The rails create a more considered aspirational look, tuned more precisely to the needs of the different market segments, whilst the central ‘digital paper’ element, which encapsulates the functional elements of numeric pad, display and earpiece, delivers the consistent device brand promise of comfort and usability. The bases are fluid and decorative, yet still minimal, and tuned to the target segments. This sleek designer framework can also now be stretched across a much broader range of devices, to include products that mirror the extension of BT’s offering into broadband and other new device categories.

“TheAlloy team has already created and managed the roll-out and incremental development of BT’s original highly successful phone identity, which took the company from an 18 per cent share to its current long-term leadership position with around 50 per cent of the market,” explained Gus Desbarats, Chairman, TheAlloy. “From a design perspective, the challenge of maintaining forward change momentum was an extreme one, to not only replace the look of the UK’s bestselling phones with something totally different, but also substantially improve the user experience of a BT phone.”

“By working closely with the Alloy we have designed a range of phones that combine the best of design with functional excellence, while enhancing the BT brand.” said James Fischelis, Senior Portfolio Manager BT Devices. “The new range of phones provides the UK consumer with a comprehensive choice whether they are driven by style, functionality or ease of use.”

About the BT ‘Identity’ phones from TheAlloy

Graphite 1100 cordless phone: Stylish entry level handset for the home. The BT Graphite 1100 range is

available in 1, 2, 3 or 4-Pack versions.

Freestyle 750 cordless phone: Form and function meld perfectly in this mid range device. The BT Freestyle 750 is a GAP compatible cordless telephone with answering machine.

-Ends-

About TheAlloy

TheAlloy is a design consultancy. The company creates platforms that deliver better user experiences to drive improved organizational effectiveness. TheAlloy has created thousands of improved experiences that have delivered real business benefits to its clients and partners.

For TheAlloy or product photography contact:

Gary Marshall
XL Communications
+44 (0)7733 224654
gary@xl-comms.com
Please visit: www.thealloy.com