

ROBRADY

design + production + capital



» MEDICAL RESEARCH TO REALITY

THE ROBRADY ADVANTAGE

From Research to Reality

ROBRADY is a full-service design studio that covers the entire commercialization process – from research to reality. Capabilities include market research, industrial design, mechanical design and engineering, graphic design, rapid prototyping, program management and complete production services.

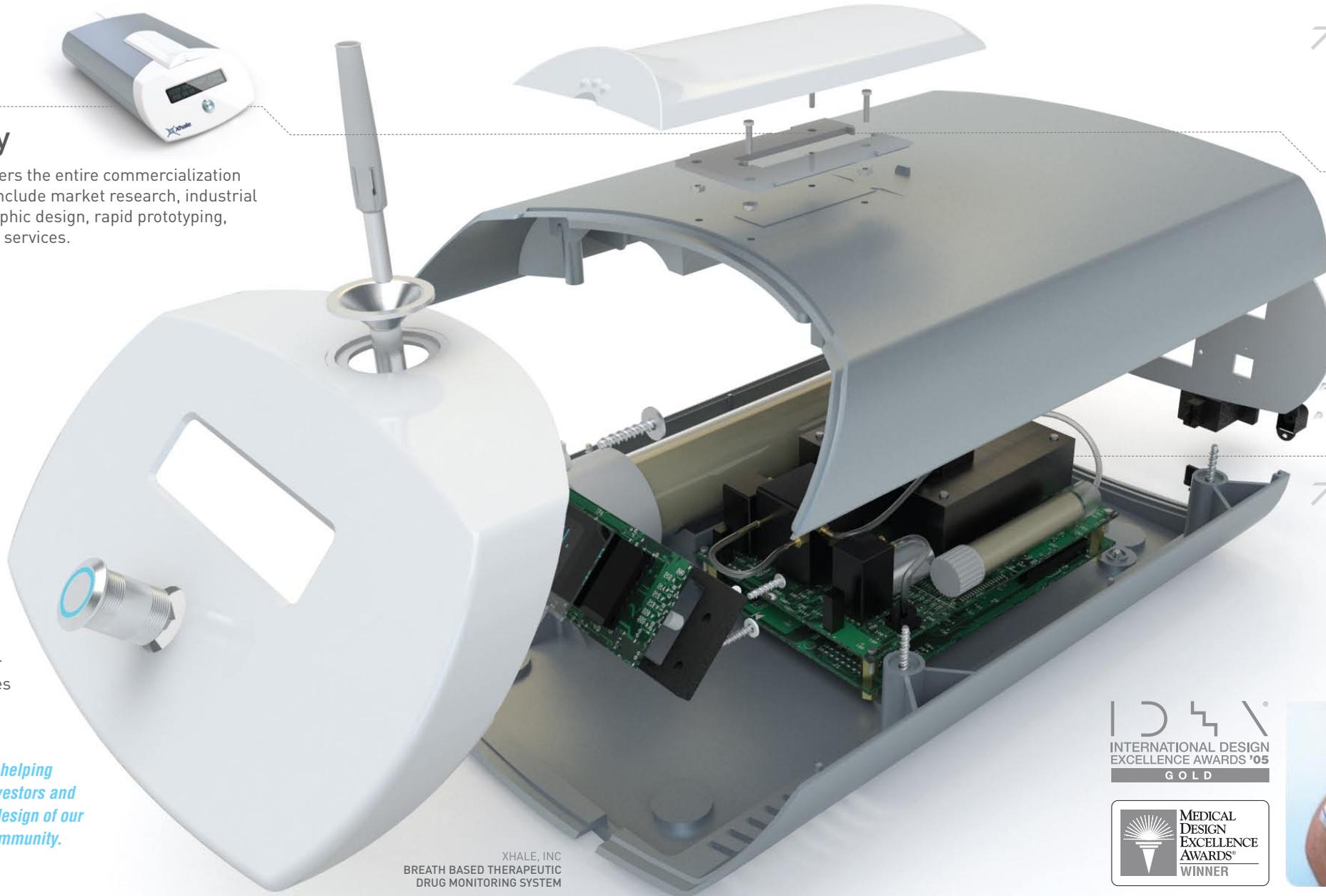


HUMANIZE

Positive patient interaction is critical to modern medical care. Designing a product that is not intimidating to the patient builds positive experiences; and positive experiences result in improved healing. For the user, whether patient or caregiver, ease of use reduces mistakes and builds trust in the product and brand.

ROBRADY's concept drawings were instrumental in helping us present Xhale's unique vision to our Series B investors and accelerate the close of our round. Additionally, the design of our prototype has been well received by the medical community.

RON YOUNGBLOOD
Xhale Inc.



XHALE, INC
BREATH BASED THERAPEUTIC
DRUG MONITORING SYSTEM

VISUALIZE

Design for medical devices goes beyond aesthetics to patient care. Conceptualizing devices that integrate into the patient's daily life means better use and improved care.

BECTON DICKINSON
LASIK SURGERY TOOLS



I found ROBRADY's design capabilities to be of a very high level and one that has served the client well, especially with respect to the areas of design & development of their product.

STUART GOLDMAN
Emergo Group Inc.

COMMERCIALIZE

Treatment begins with adoption. The steps that lead up to adoption are more rigorous than any other product development process. Understanding the path to commercialization, knowing the market demands and providing rigorous documentation lowers risk and improves success at product launch.



LIFESYNC
WIRELESS ECG SYSTEM



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CONSUMER



TRANSPORTATION



INDUSTRIAL



MARINE



MEDICAL



GRAPHICS



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COVER IMAGE: XHALE, INC
HYGREEN INTELLIGENT HANDWASH SYSTEM