

SMAL.

We are SMAL. We are all about

Shaping *impact*

We are *Makers*

Play

Since 2011

A truly
full service
design &
development
agency

Who we are

*Impacting industries &
brand experiences globally*

Munich. *Technical knowledge.*

Amsterdam. *Culture.*

San José. *Innovation.*

Who we are



Who we are



Talented people from all horizons

60+ Designers Developers & Managers

Who we are



ENPHASE

flex.

FRESENIUS
KABI

GAMER SENSEI

B&W
Bowers & Wilkins

HEXION



logitech

belkin.

150+ *happy clients*



PHILIPS

PLAYBOY

SCUF

SIEMENS



CORSAIR

elgato



eve.



vodafone



Kensington

Who we are



ENPHASE

flex.

FRESENIUS
KABI

GAMER SENSEI

B&W
Bowers & Wilkins

HEXION™



logitech

belkin.



6800+ *projects*

PHILIPS

PLAYDOY

SCUF

SIEMENS



CORSAIR

elgato



eve.



vodafone



Kensington®

Who we are

This is our show-off slide.

46+
international
design *awards*





× ERGOSIGN

SMAL.

Better together

A creative
partnership
260 people
strong

Who we are

SMAL x Ergosign

The perfect match

+150

active clients

+200

talented people

No. 1

UX agency in DACH

In Ergosign, the leading UX design company in the DACH region, we found the perfect partner to offer our customers enhanced support in strategy, innovation and digitalization to drive business growth. By combining Ergosign and SMAL's services, we can achieve greater strength and internationalization. With 10 global locations and 250+ experts, we're excited to provide even more focused and sustainable assistance to our national and international clients.

Our services⁰⁴

What we do



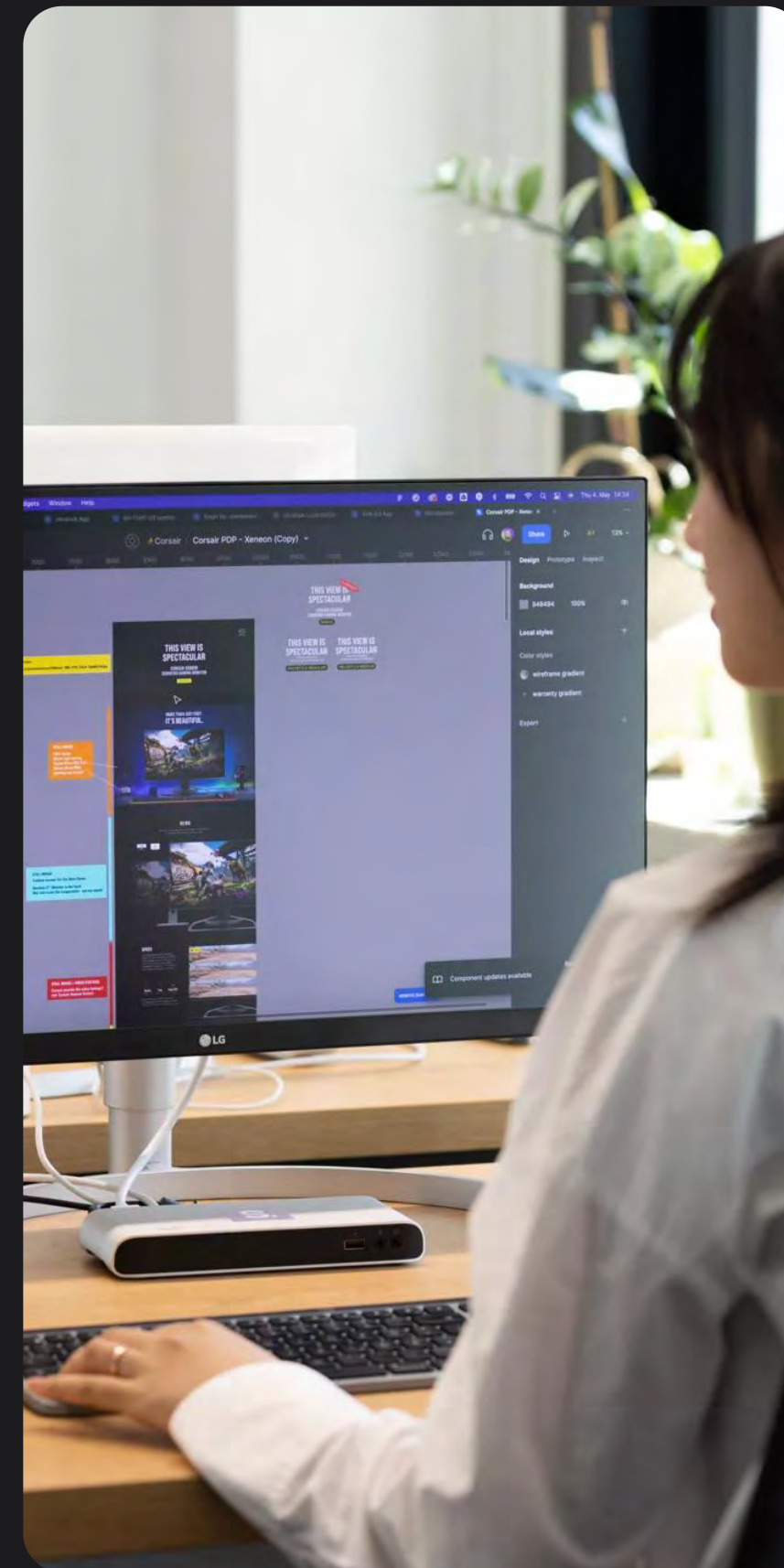
Strategy

Great insights and research are the foundation for a great experience.



Physical Design

We bring form and function together and transform emotions into tangible objects.



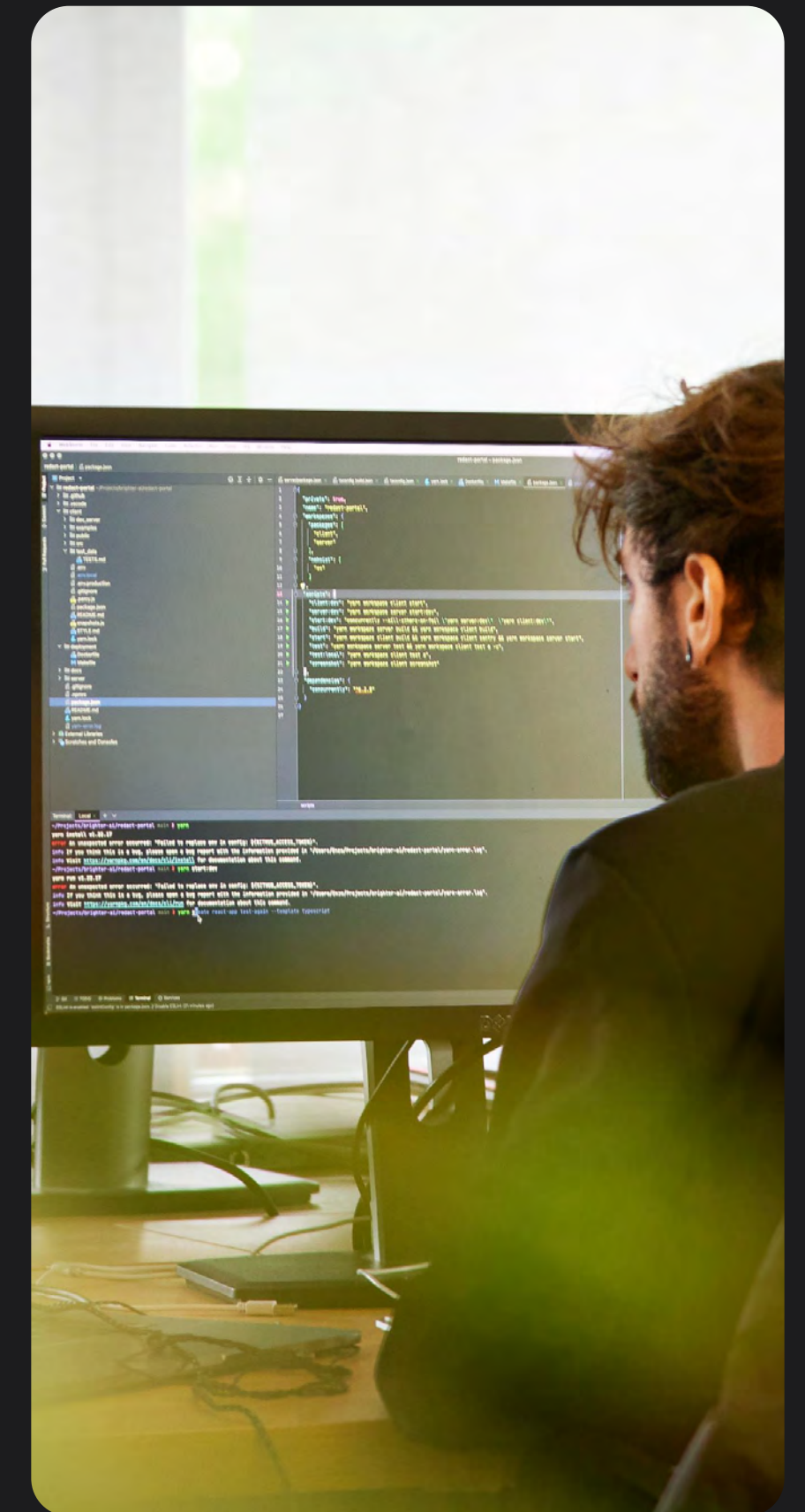
Digital Design

We shape all digital touch points between brands and customers.



Content

Beautiful visual assets are our secret sauce for great storytelling.



Tech

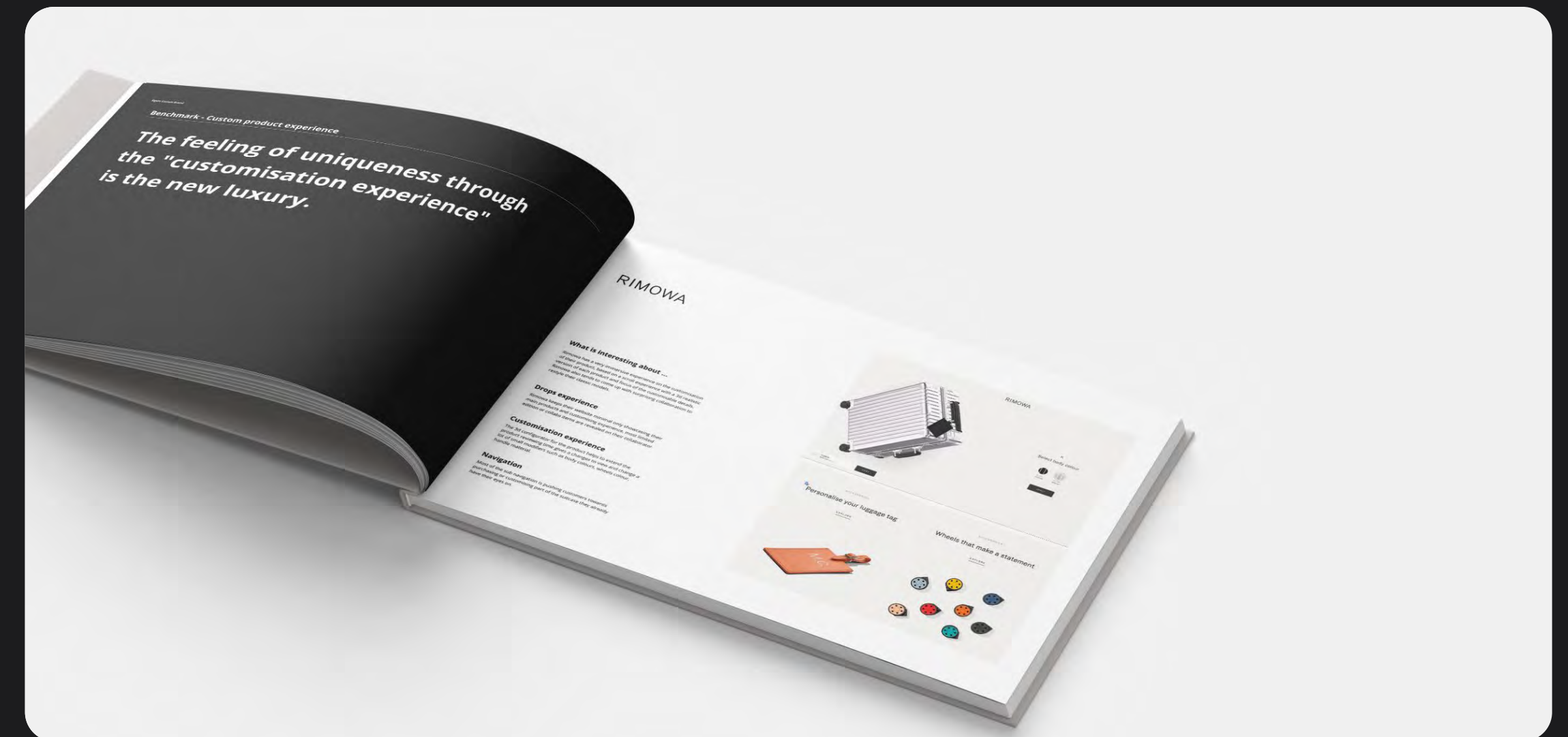
The coding magic that makes digital experiences come alive.

What we do

Strategy ^{1/2}

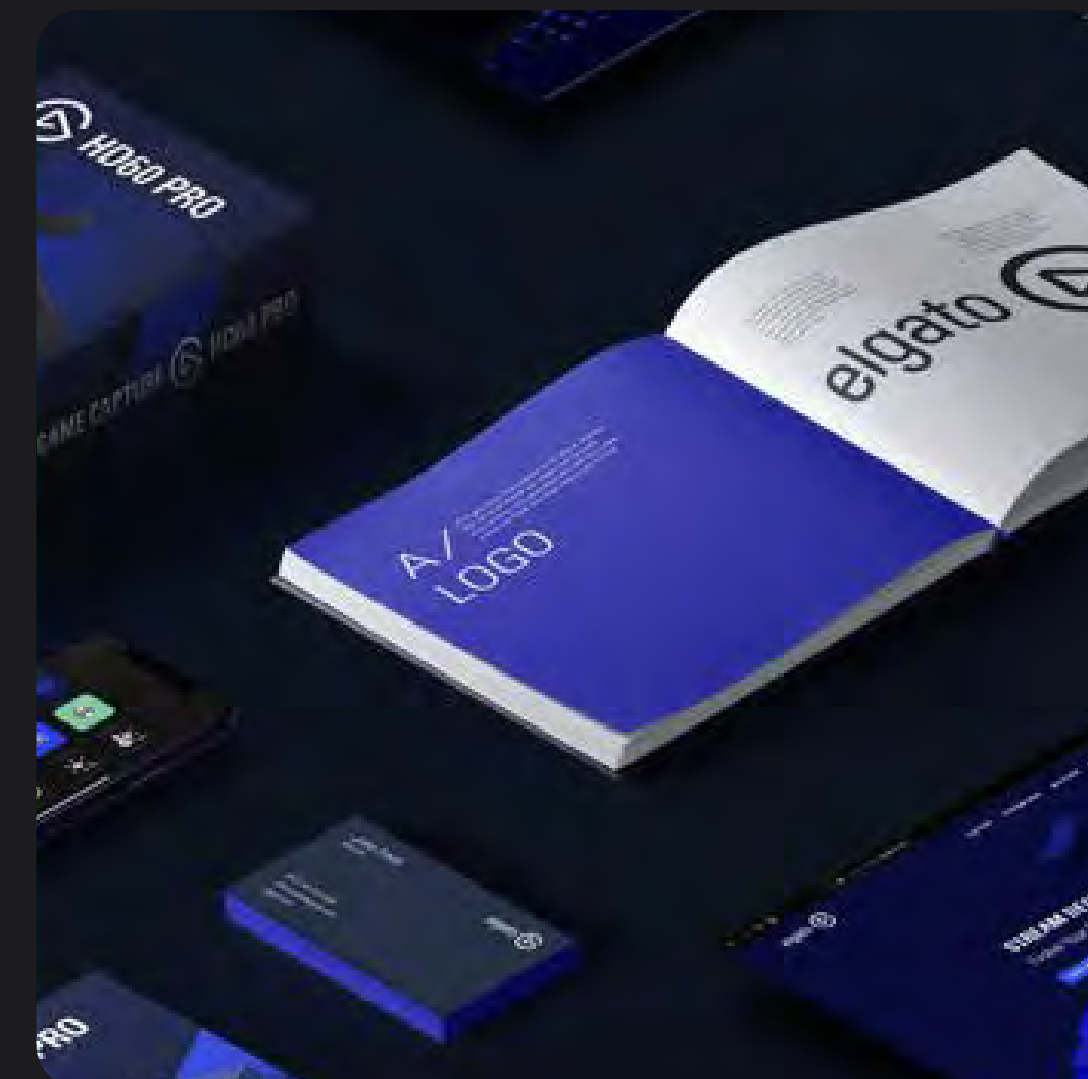
Consumer research

Innovation from a consumer perspective means uncovering hidden needs and desires you can subsequently act on.



Brand strategy

Bringing your brand to life with custom designed workshops and brand processes made to build impactful brands in overcrowded markets.



Innovation strategy

We identify new product and service opportunities and build effective strategies for growth.

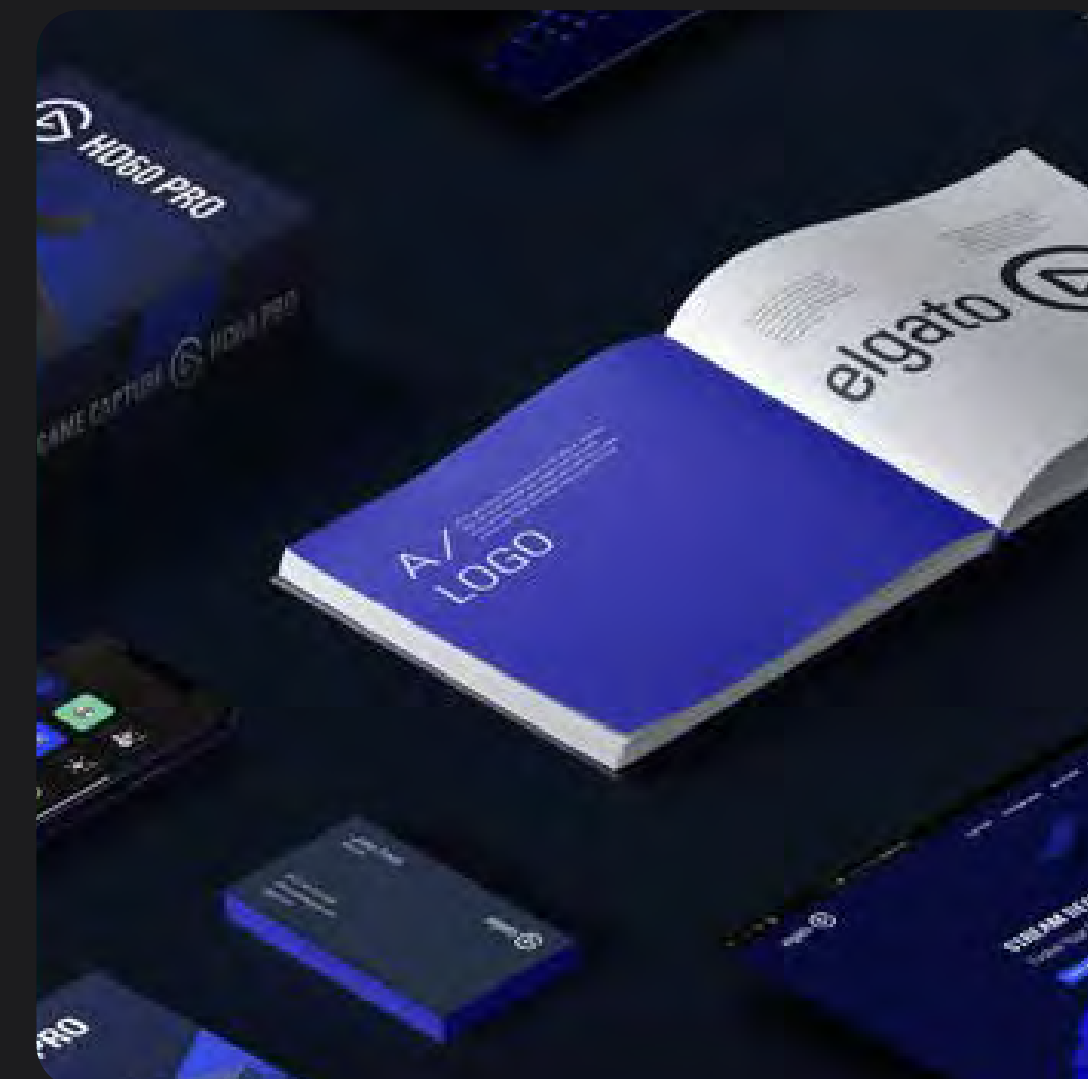
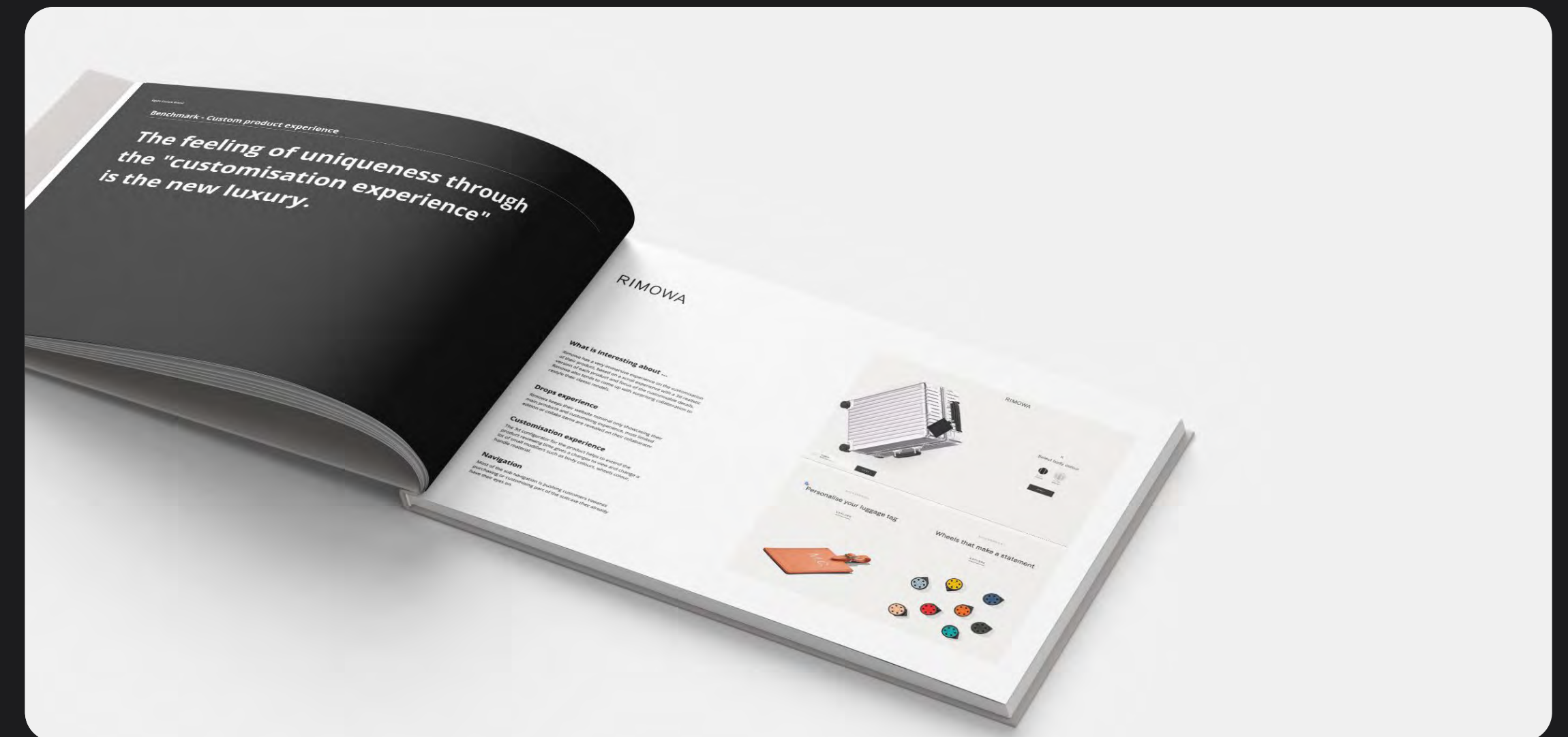


Strategy ^{2/2}

- Ethnographic Research
- Audits & Benchmarking
- Opportunity Framing
- Co-Creation Workshops
- User Testing

- Brand identity
- Brand positioning & tone of voice
- Photography & Art direction
- Brand campaigns & Content
- Corporate identity guideline book
- Brand building & Testing workshops

- Brand Vision
- Portfolio Analysis
- Portfolio Roadmap
- Opportunity Mapping

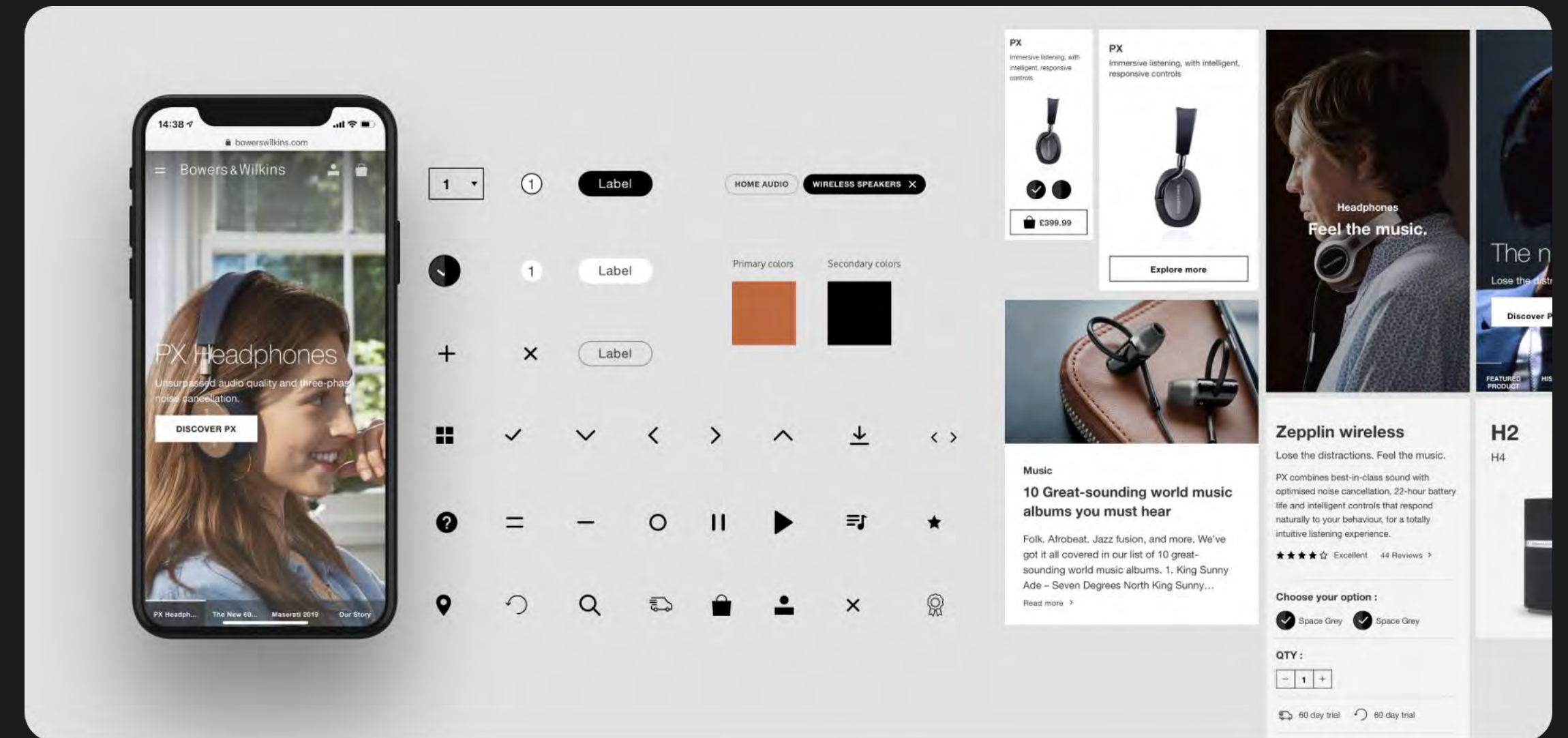


What we do

Design ^{1/3}

User interface design

UI brings together interaction design, visual design and information architecture for a perfect balance of look and feel.

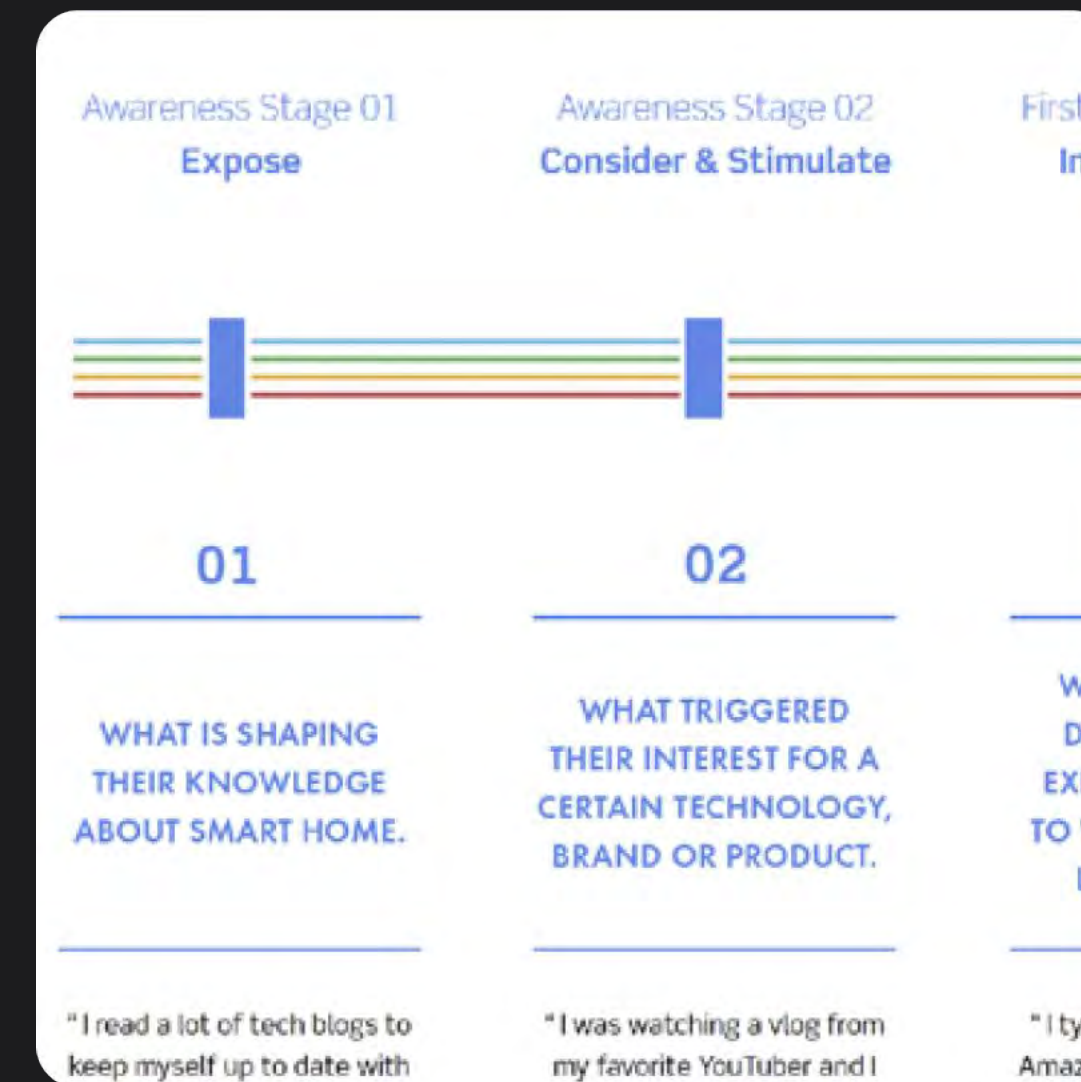


User experience design

With our consumer-centric approach and observing intuitive behaviour, we find out what's pertinent and valuable.

Mixed reality experience

Utilising web based 3D engines, we are able to create completely new ways of customer interaction experiences.



Design ^{2/3}

Product design

Innovation from a consumer perspective means uncovering hidden needs and desires you can subsequently act on.

Algorithmic design

Bringing your brand to life custom designed workshops and brand processes made to build impactful brands in overcrowded markets.

Soft good design

We identify new product and service opportunities and build effective strategies for growth.



Design ^{3/3}

Packaging design

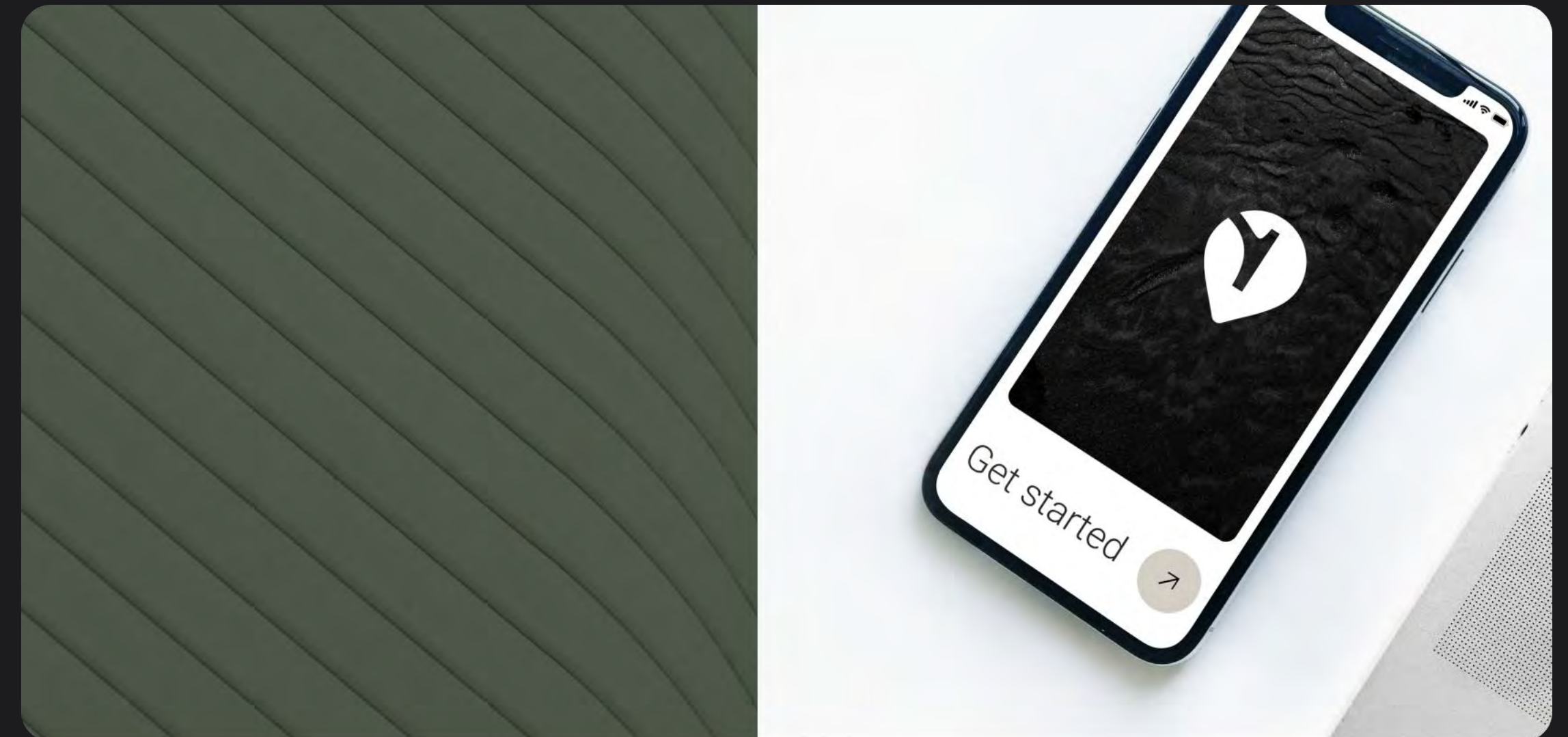
UI brings together interaction design, visual design and information architecture for a perfect balance of look and feel.

Graphic design

Graphic design means establishing an identity and influencing perceptions of a brand.

Spatial design

Spaces offer the opportunity to create authentic and holistic brand experiences where clients can immerse themselves in.

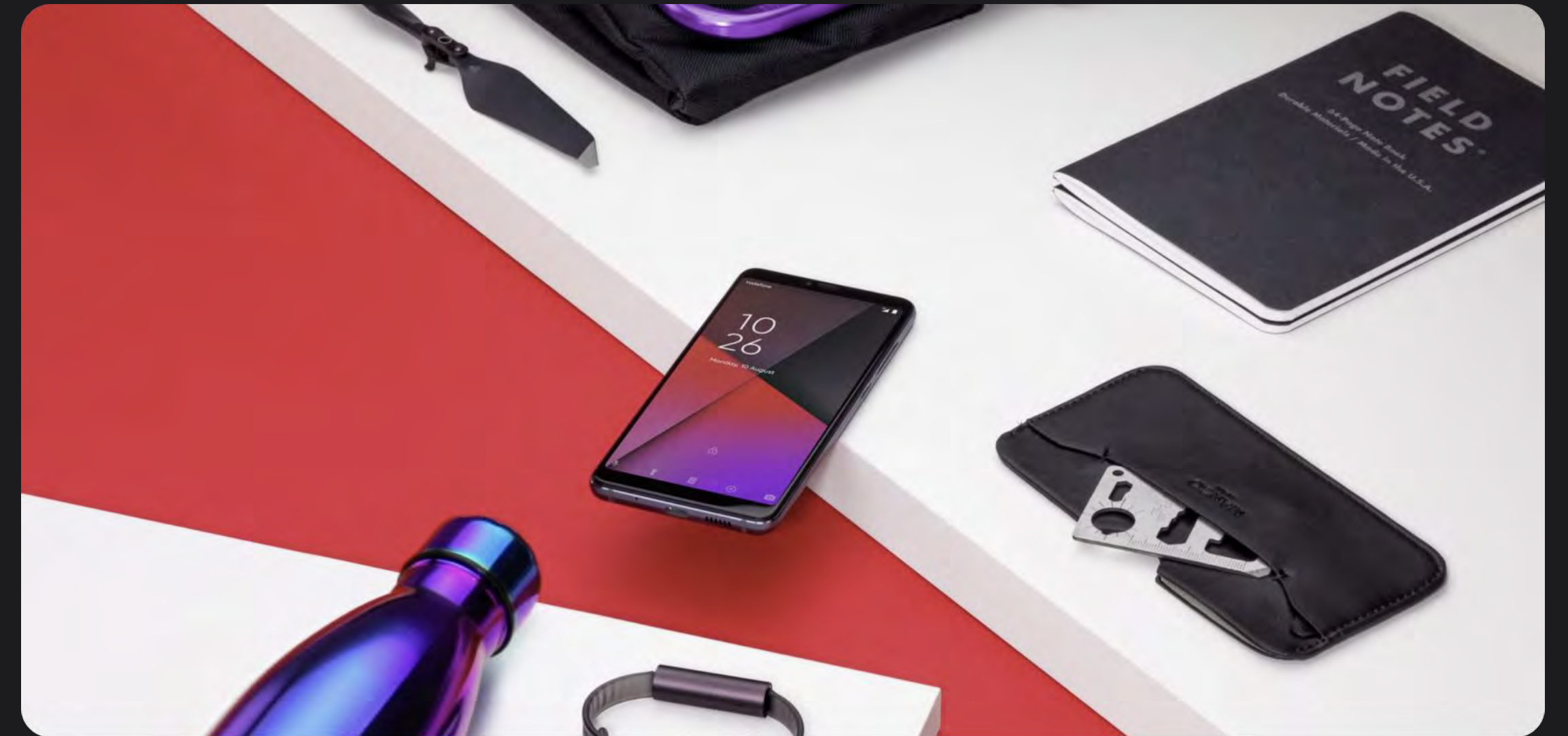


What we do

Content ^{1/2}

Photo production

Sometimes images say more than words. Beautiful visual assets enrich experiences and help to market products.



Video production

Moving content helps to explain product features and use cases in an engaging and immersive way.



CGI & Animation

We make hidden features visible and bring product visualisations to the next level. All with CGI magic.



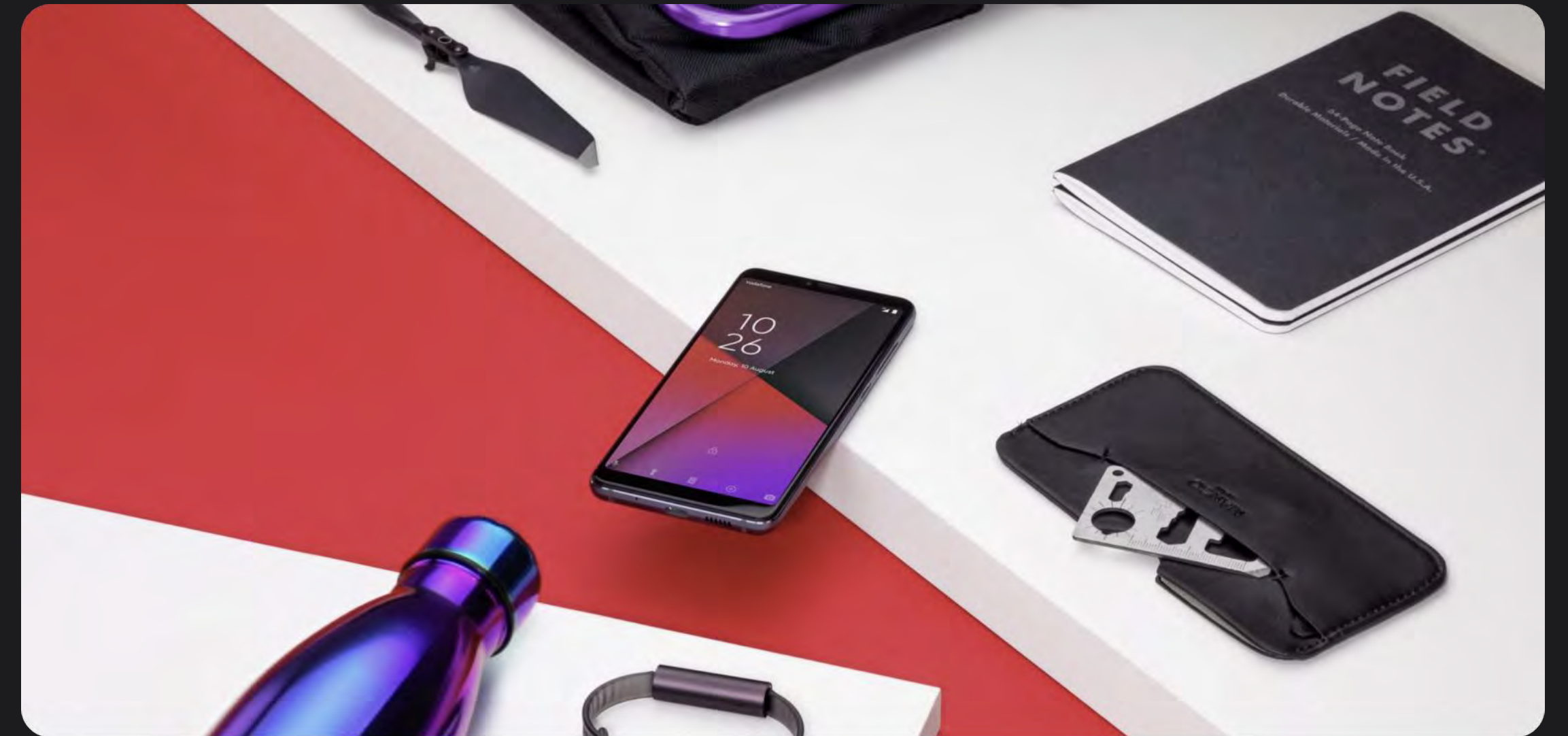
What we do

Content ^{2/2}

- Visual Storyboards
- Art Direction
- Product Photography
- Lifestyle Photography
- Studio Setup & Props

- Storyboard
- Video Production
- Product Trailers
- Product Close-ups
- Art Direction

- Product Renderings
- 2D & 3D Animations
- AR & VR Experiences
- Product Trailers
- Product Demonstrations

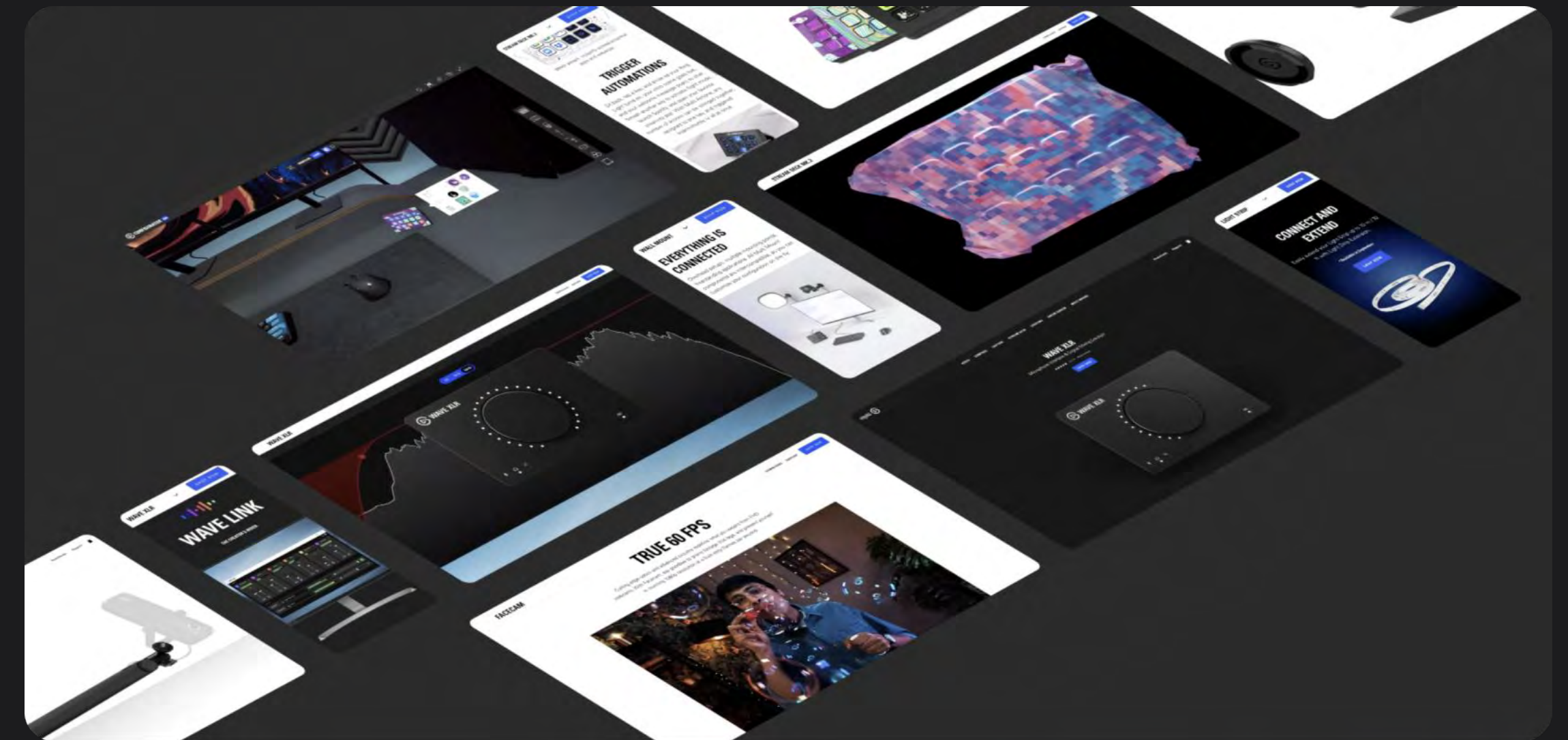


What we do

Tech ^{1/2}

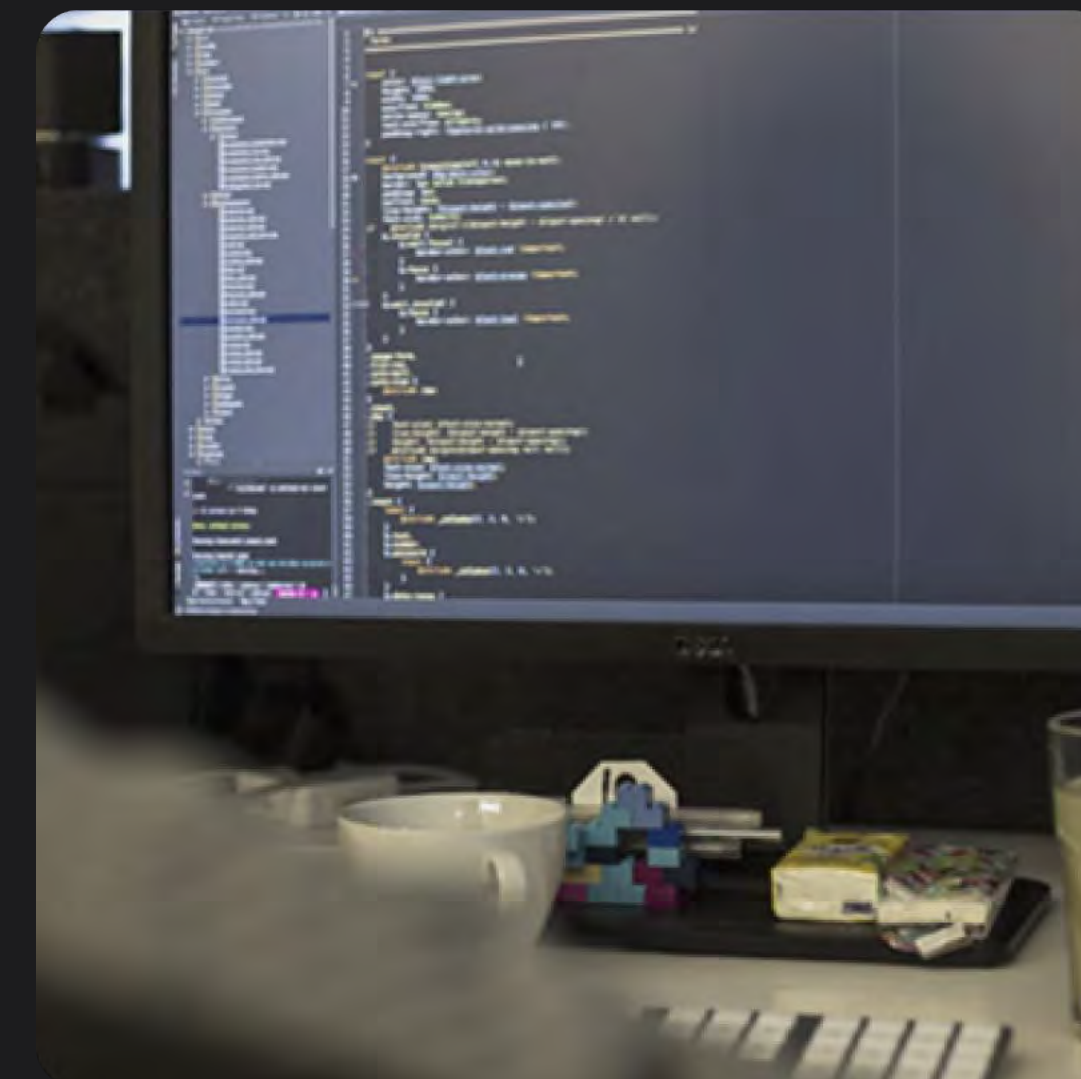
Front end development

Development of systems to enable visual designs become ultimate digital touch points across different devices.



Back end development

Rich functionality to websites means creating rock-solid back ends that function as the foundation for a fantastic front-end.



App development

The power of modern digital experiences comes with solid Apps. We design and develop native iOS and Android Apps.



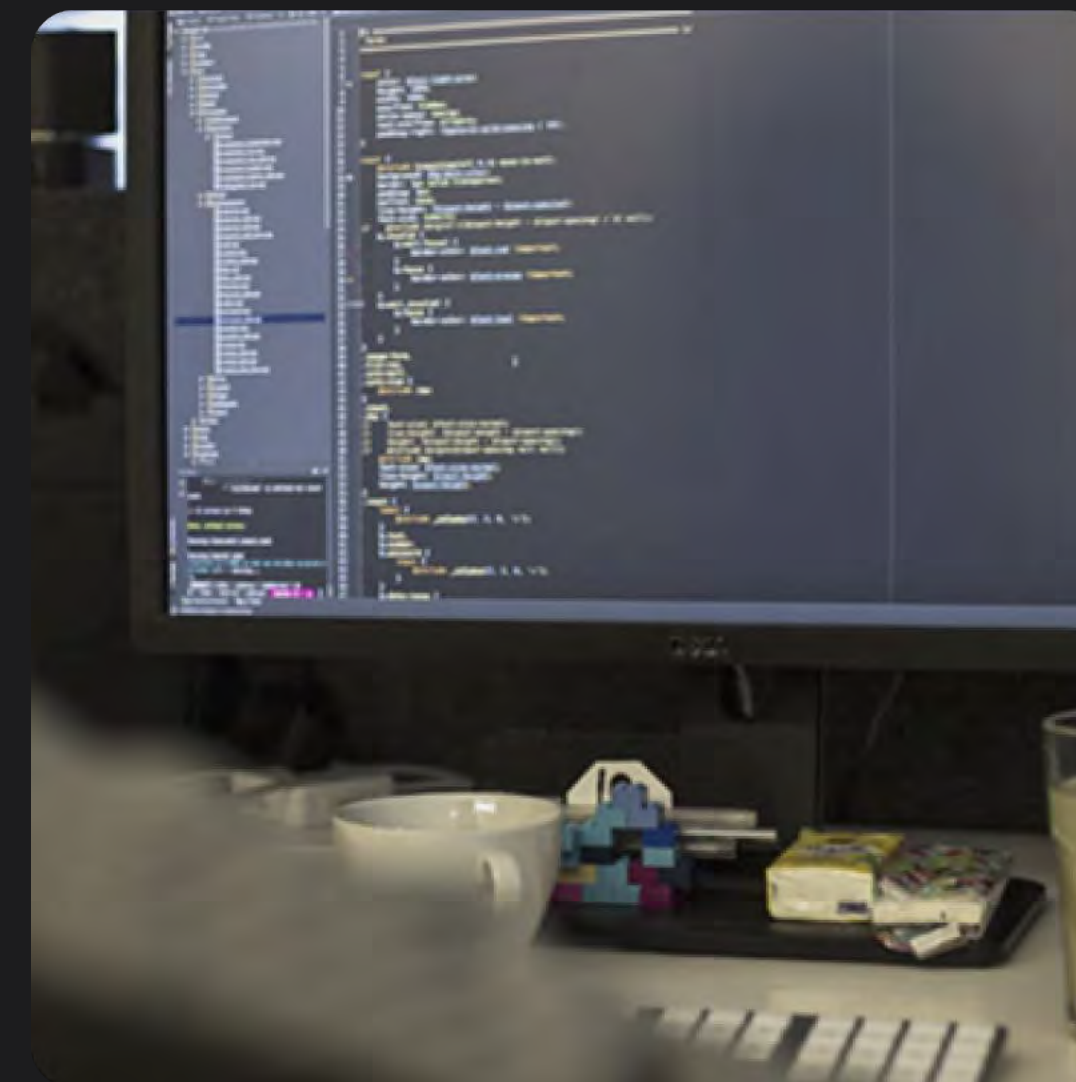
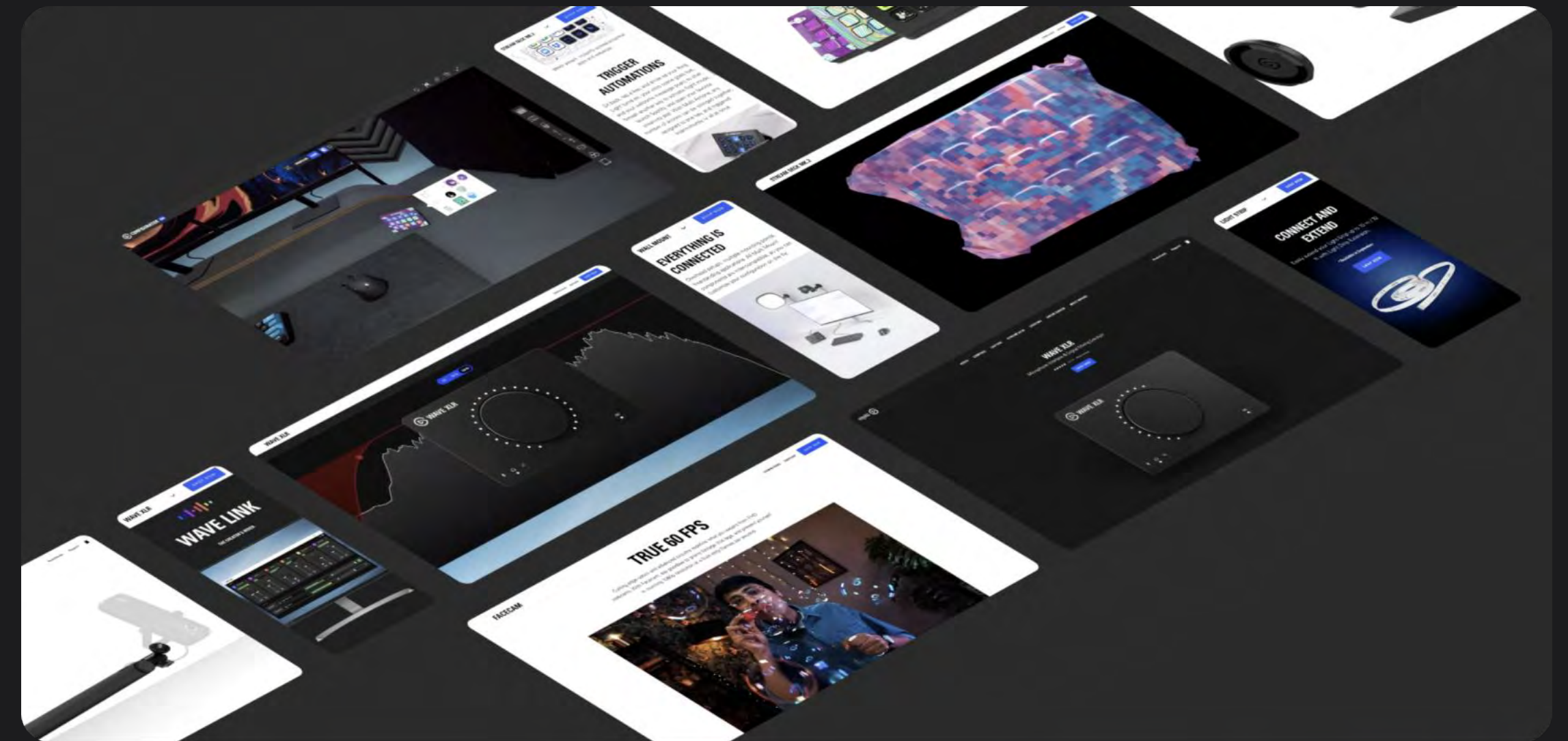
What we do

Tech ^{2/2}

- Frontend Development
- React (Native) and Angular
- REST API Development
- Custom Web Apps & Portals
- UI/UX Prototypes
- PWA Development

- CMS (Drupal, Contentful, Wordpress, etc.)
- E-Commerce (Magento, Shopify, etc.)
- LMS
- CRM
- SEO Optimisation

- iOS Native Apps
- Android Native Apps
- Hybrid Apps
- Prototyping



SMAL.

Thank you.