





Only through the persistent, continuous effort of small groups of ambitious and visionary individuals, do great break-throughs happen.

Today's enabling technologies allow for incredible product concepts to be developed at breakneck speed. Truly disruptive products, when done right, can help us find ourselves.

Helping to create these break-through products is what gets us out of bed.





Today's iPad's are functional but bulky. The larger the screen size, the bigger and heavier the device, making it less portable and harder to pack. What if Apple could decouple screen size and portability? Doing so would completely disrupt the way we interact with the digital world.

Introducing Scroll.

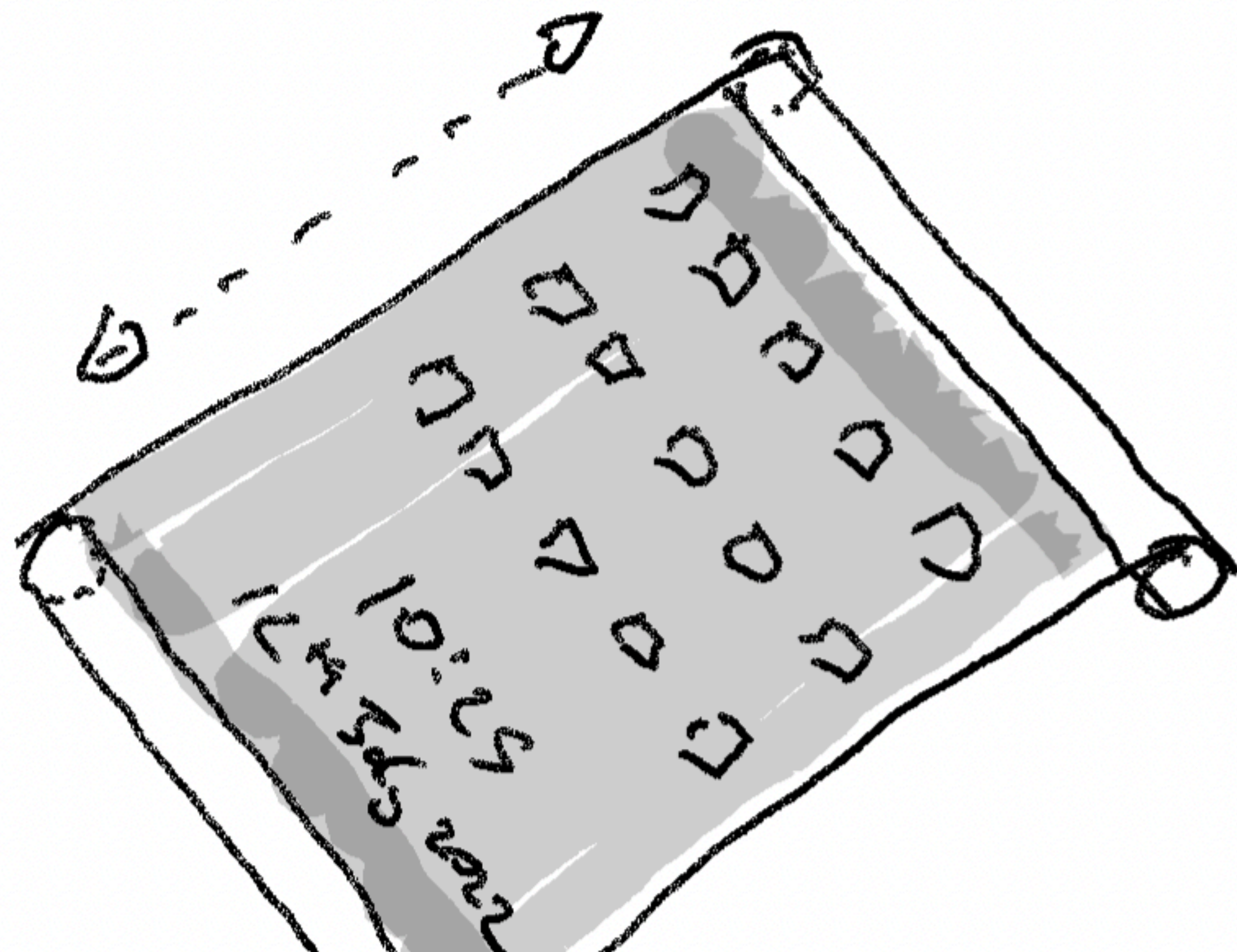
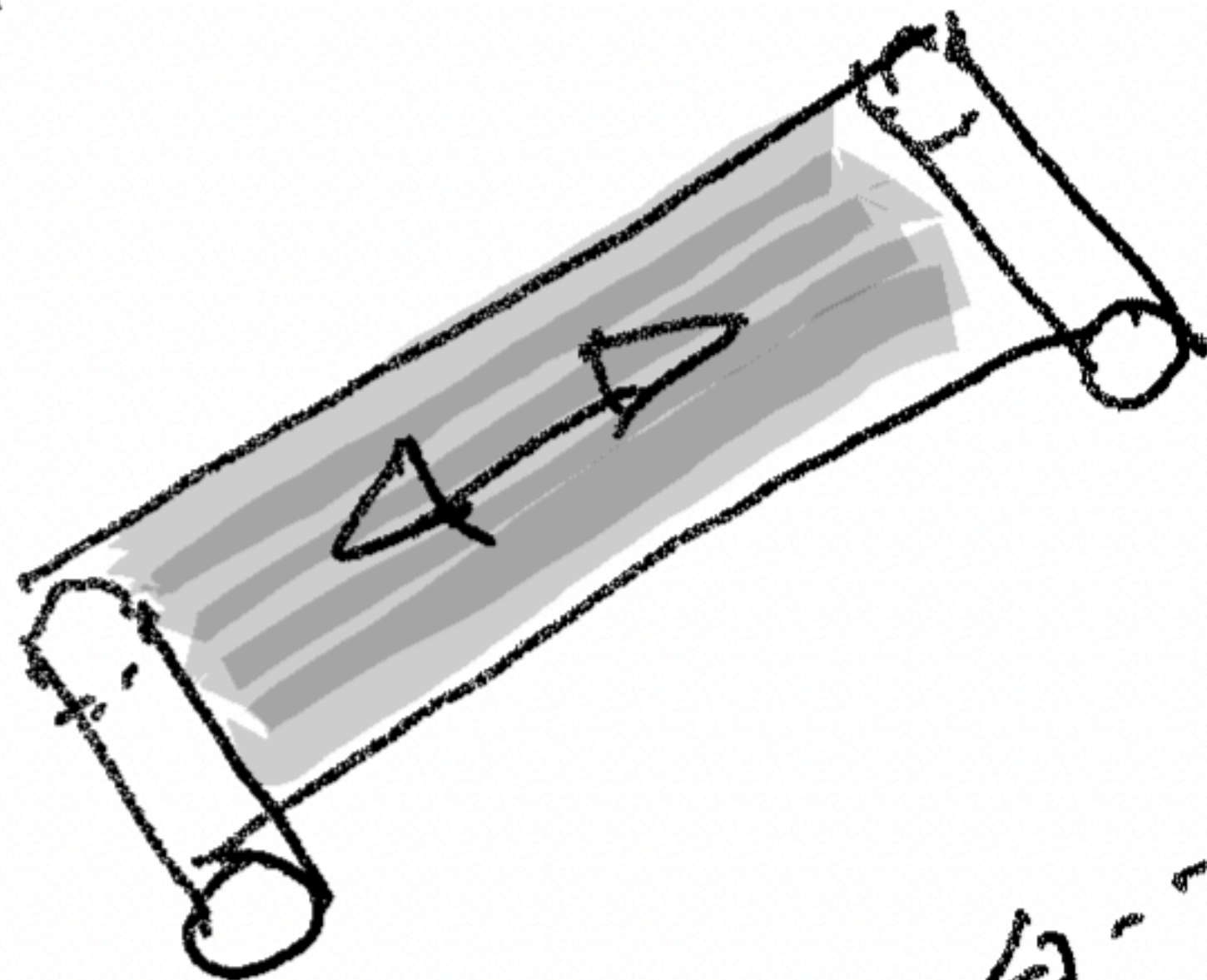
The background is an abstract composition of thick, textured brushstrokes in shades of blue, teal, and pink. A large, white, geometric shape, resembling a stylized arrow or a corner cut, points towards the bottom right. The word "Scroll." is written in a clean, white, sans-serif font, positioned on the left side of the image, overlapping the blue and teal brushstrokes.

Scroll.

Scroll. will be the biggest disruption to handheld devices since the introduction of the world's first smart phone in 2006. It will bring Apple to the forefront of innovation, design and usability – where it rightly belongs. With its cash reserves, Apple is in a unique position to invest heavily in new, disruptive products..

A teal geometric graphic consisting of two overlapping shapes: a larger parallelogram and a smaller triangle, both pointing towards the bottom right corner of the slide.

Scall.



Marketing

The Scroll. line harks back to ancient times. It's a powerfully simple marketing concept.

Scroll.

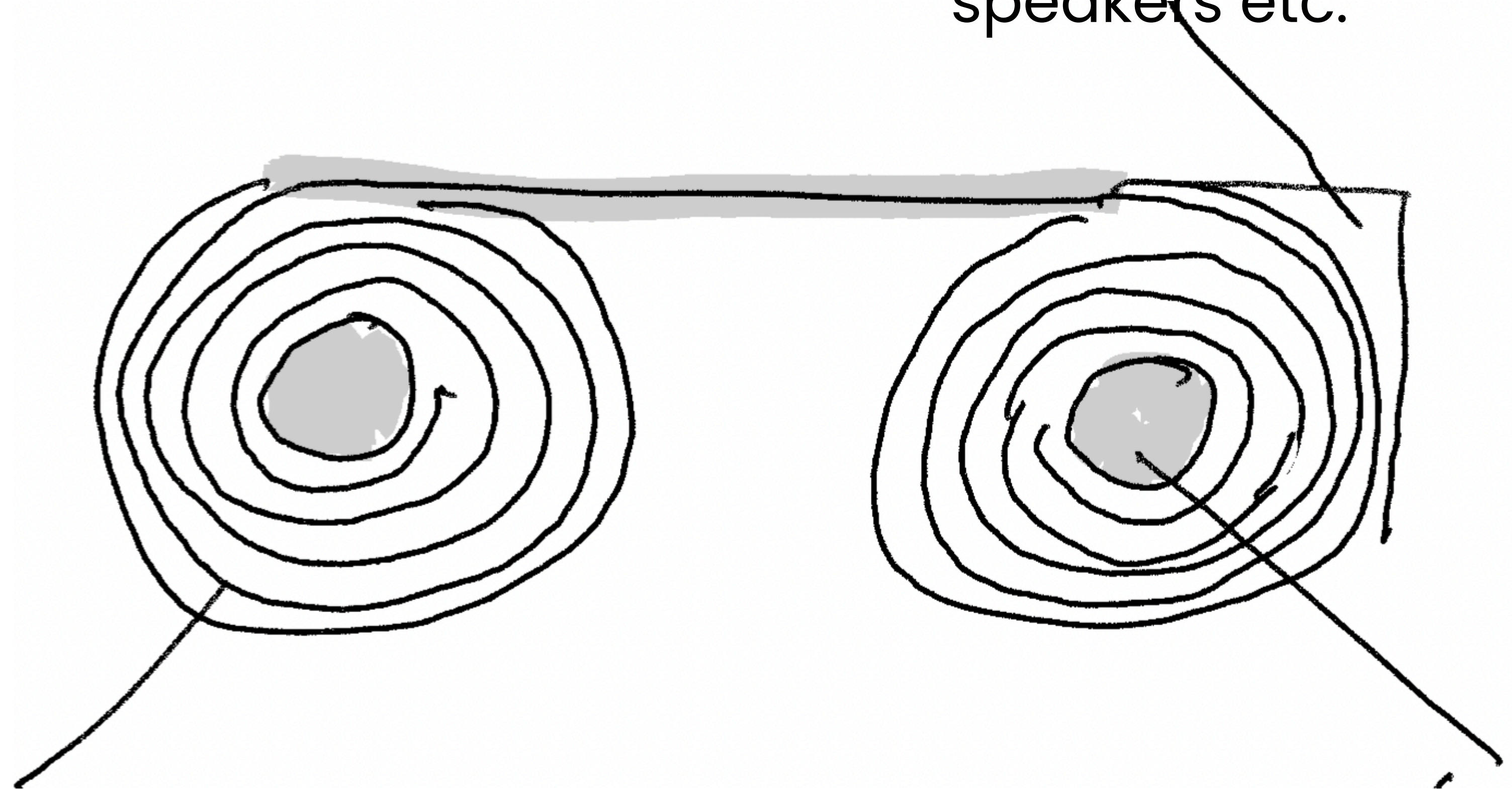


Scroll.

Internals



Space for
cameras +
speakers etc.



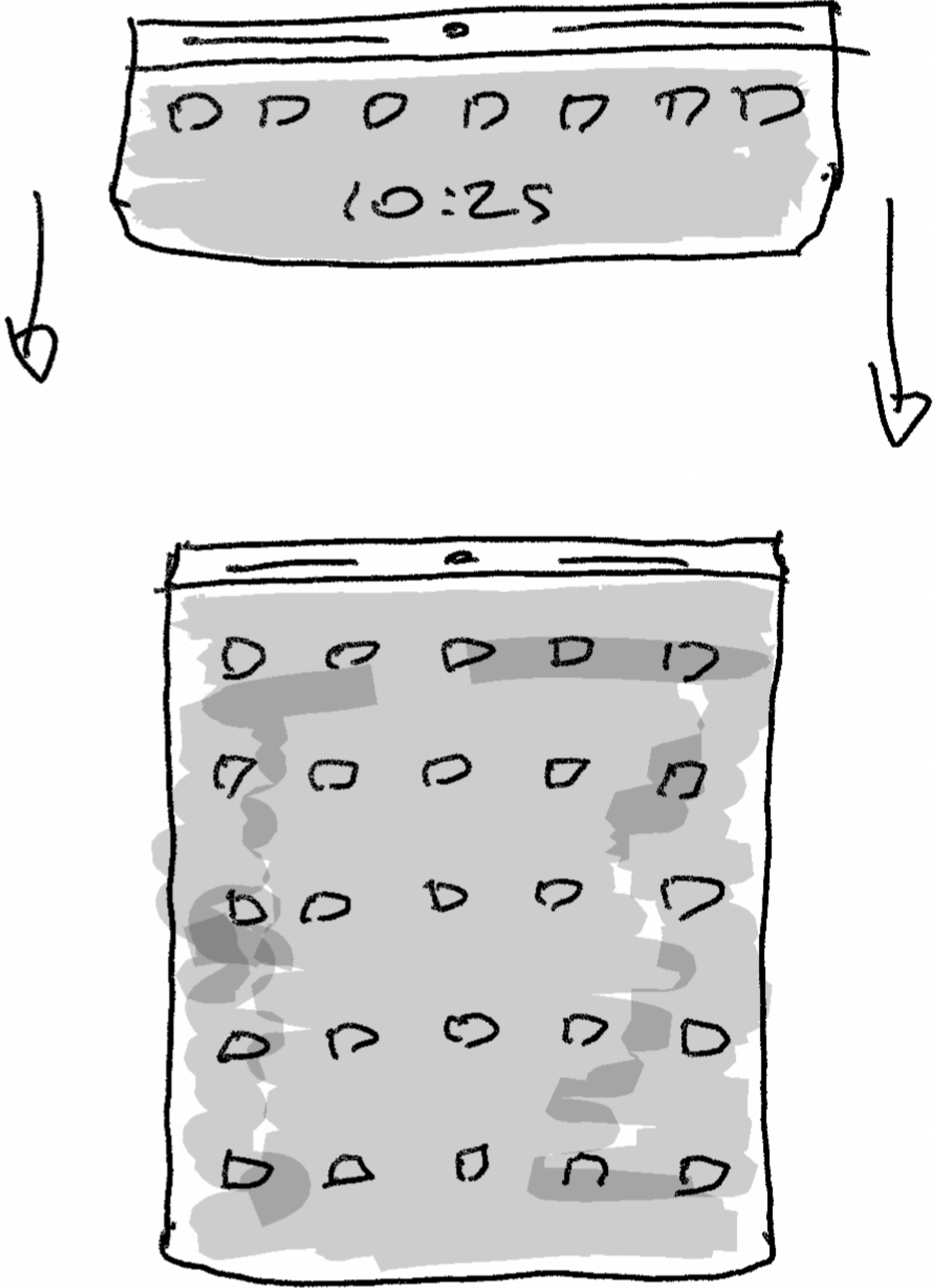
Screen
rolls up

Computing
power + battery

Scroll.

Built-in

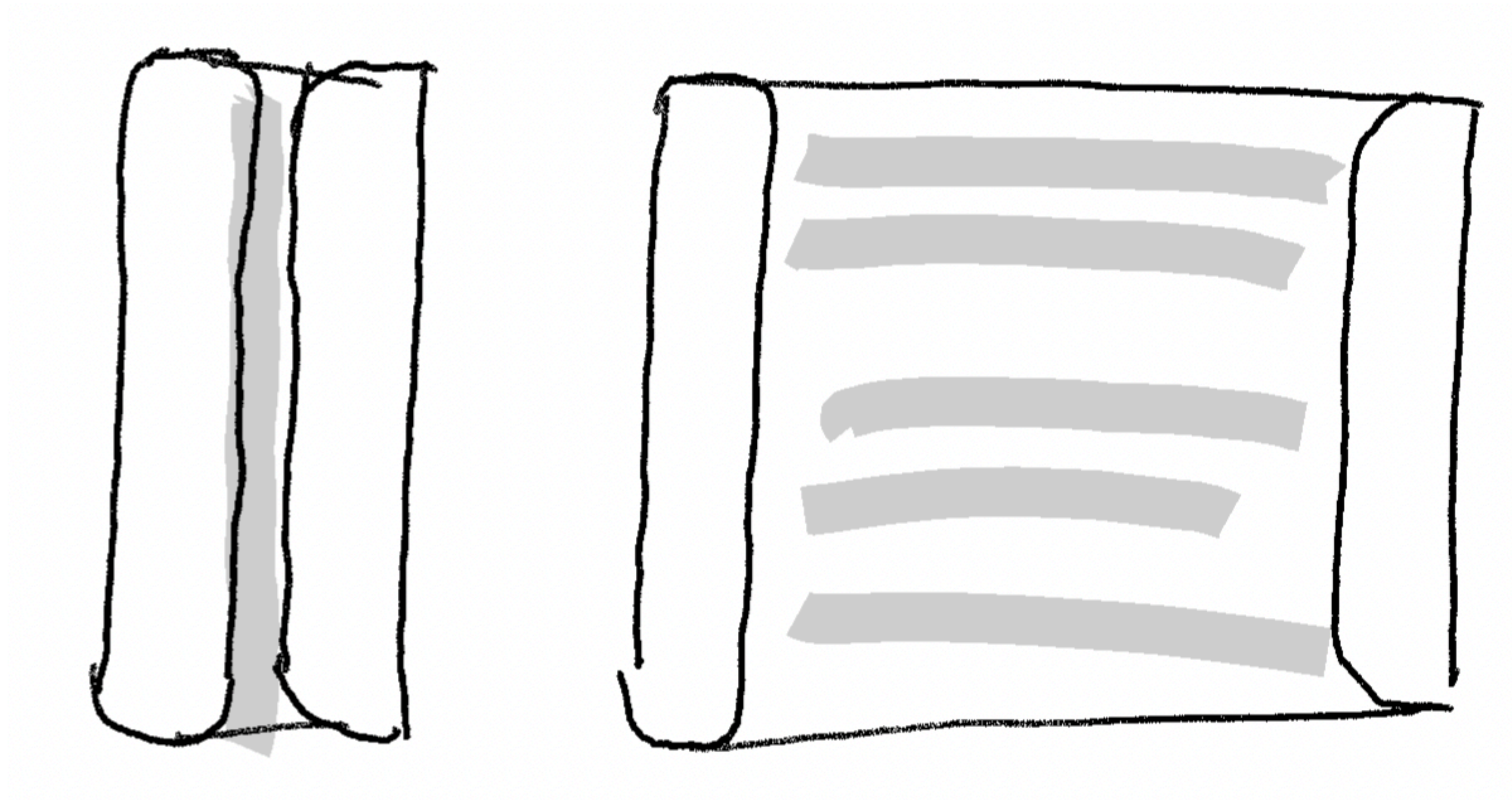
Top View



Scroll.

Built-in

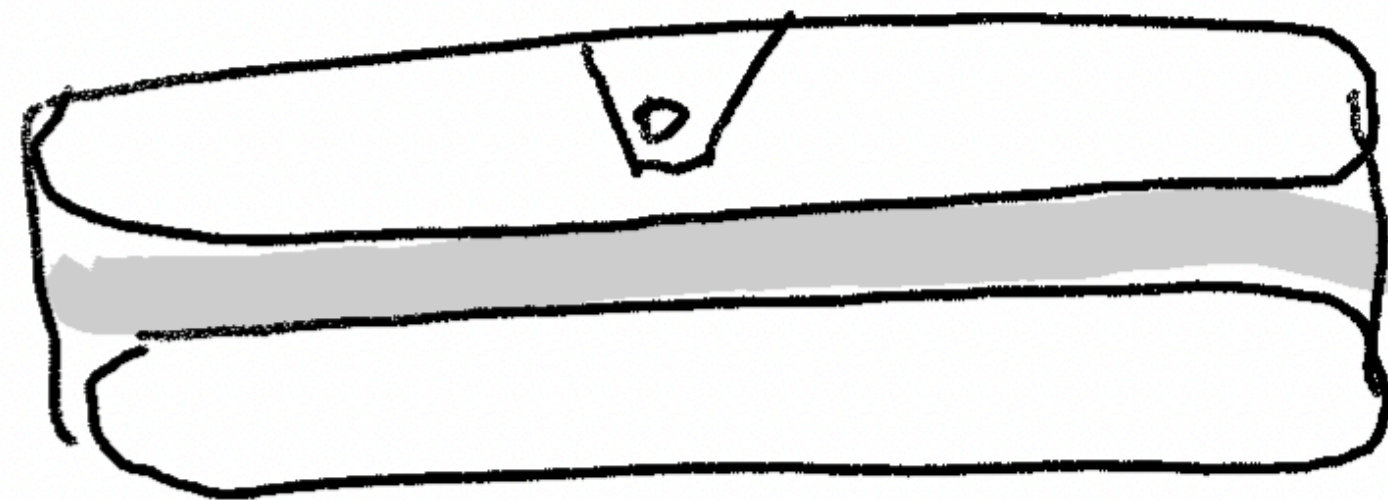
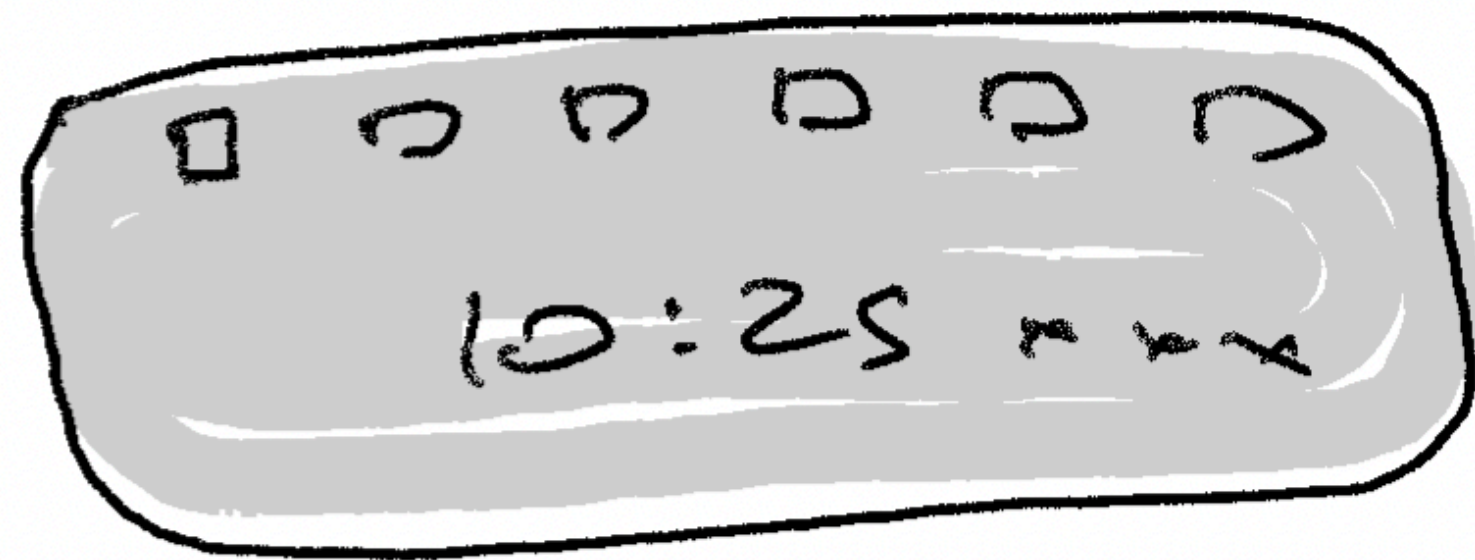
Bottom View



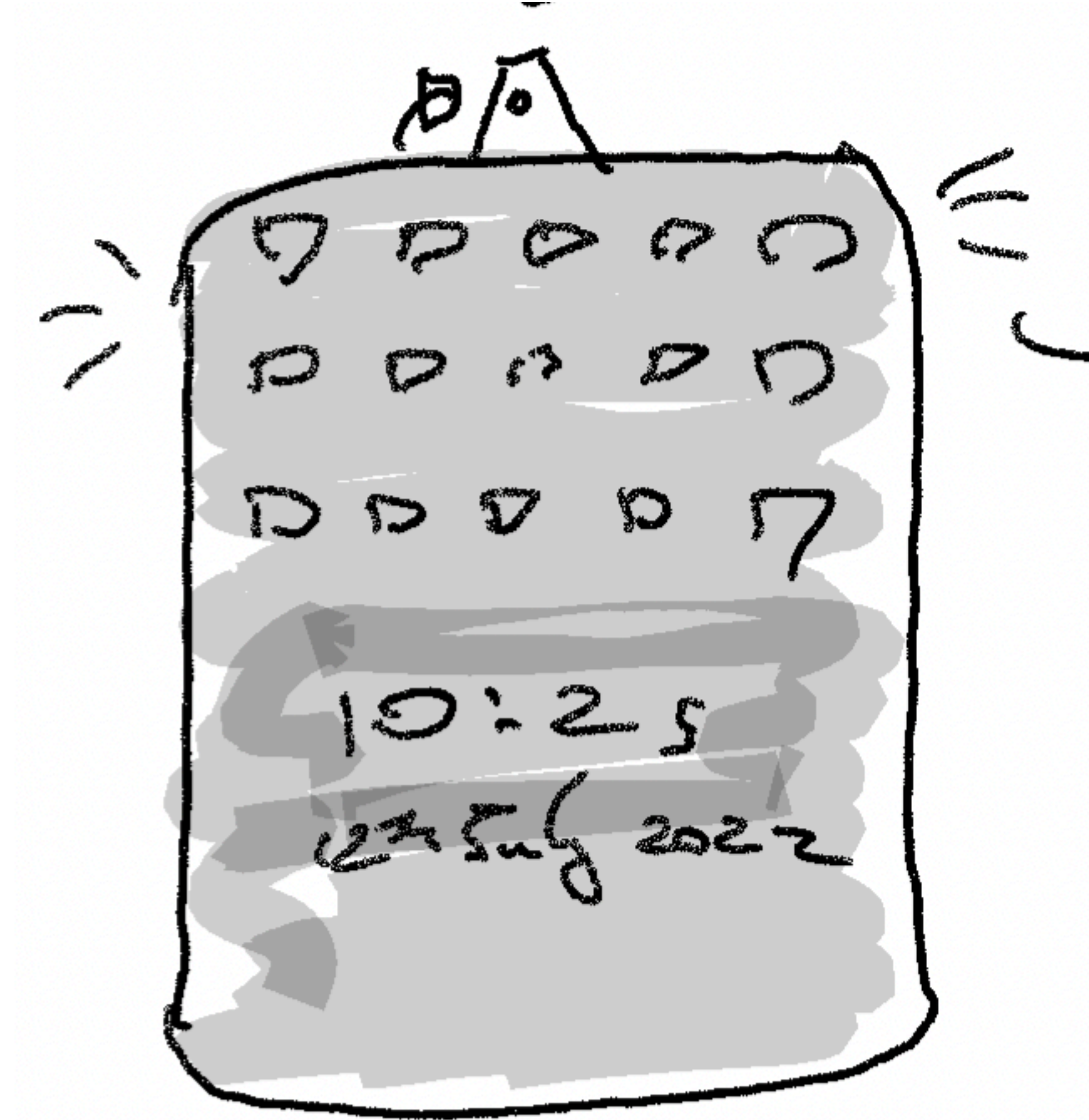


Scroll.

Clean



Flip-up camera
when needed



Sound

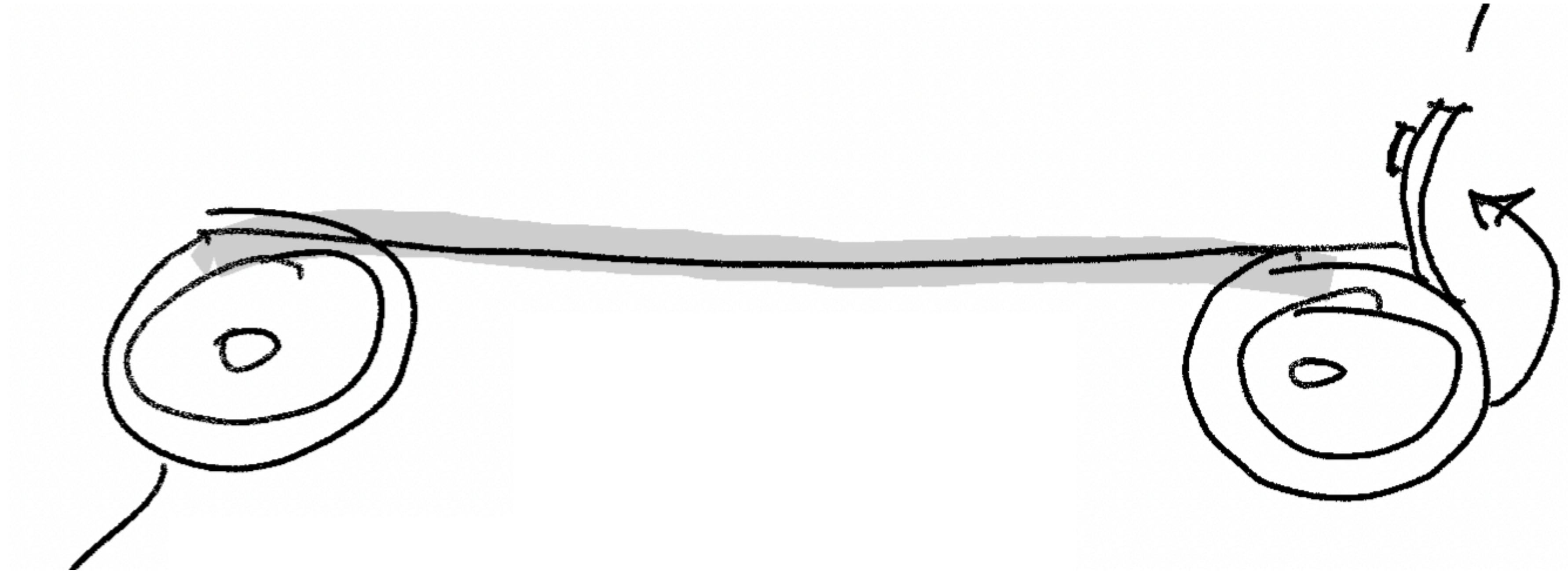
- o Sleek
- o Beautiful
- o Clean



Scroll.

Clean

Flip-up camera



Speakers

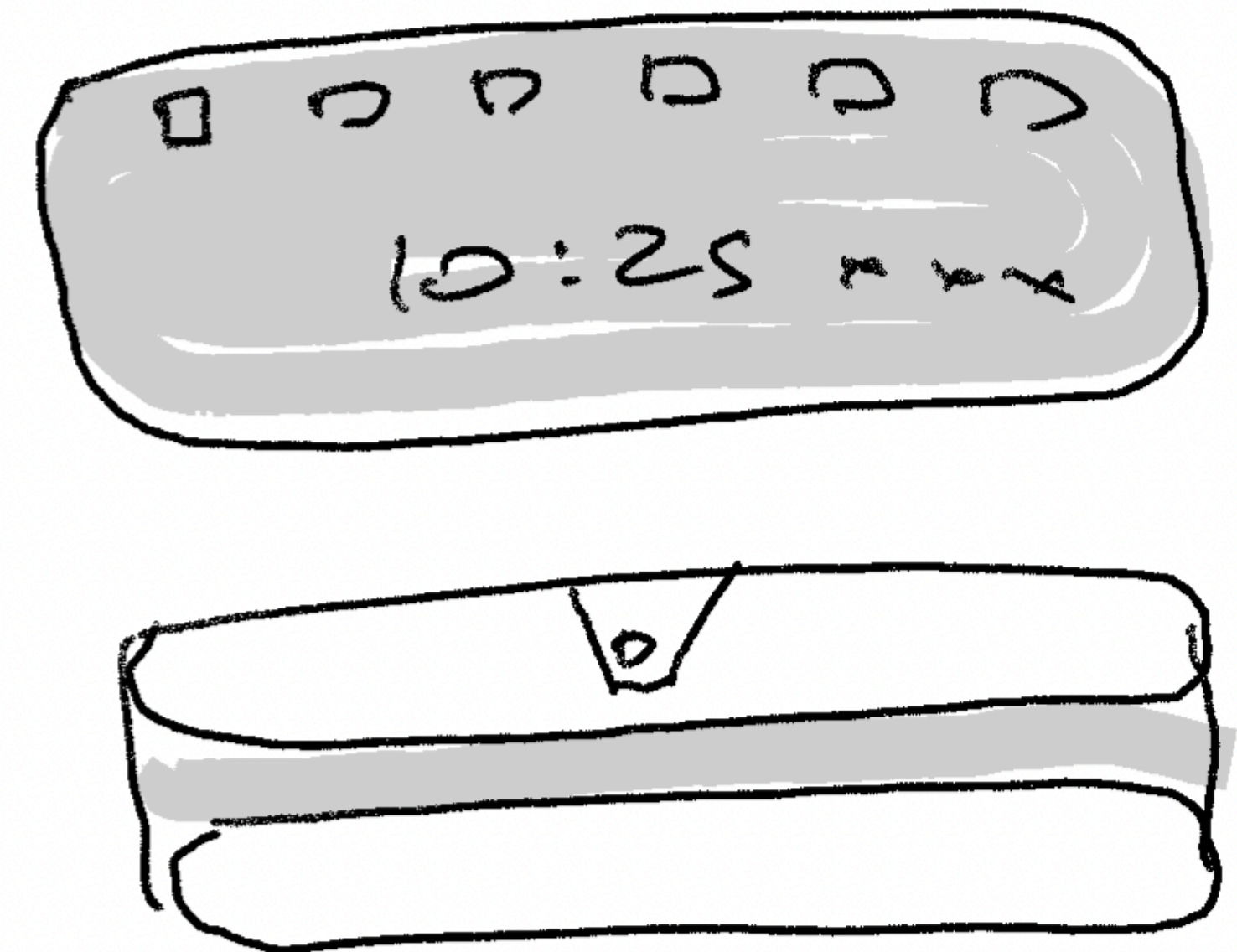


Scroll.

Clean

Flip-up camera is useful in collapsed mode
– for normal video-taking or photos. Yet it
can be used in expanded mode when
required for video calls.

Cleaner look when collapsed (screen wraps
around the initial curve of the handles)

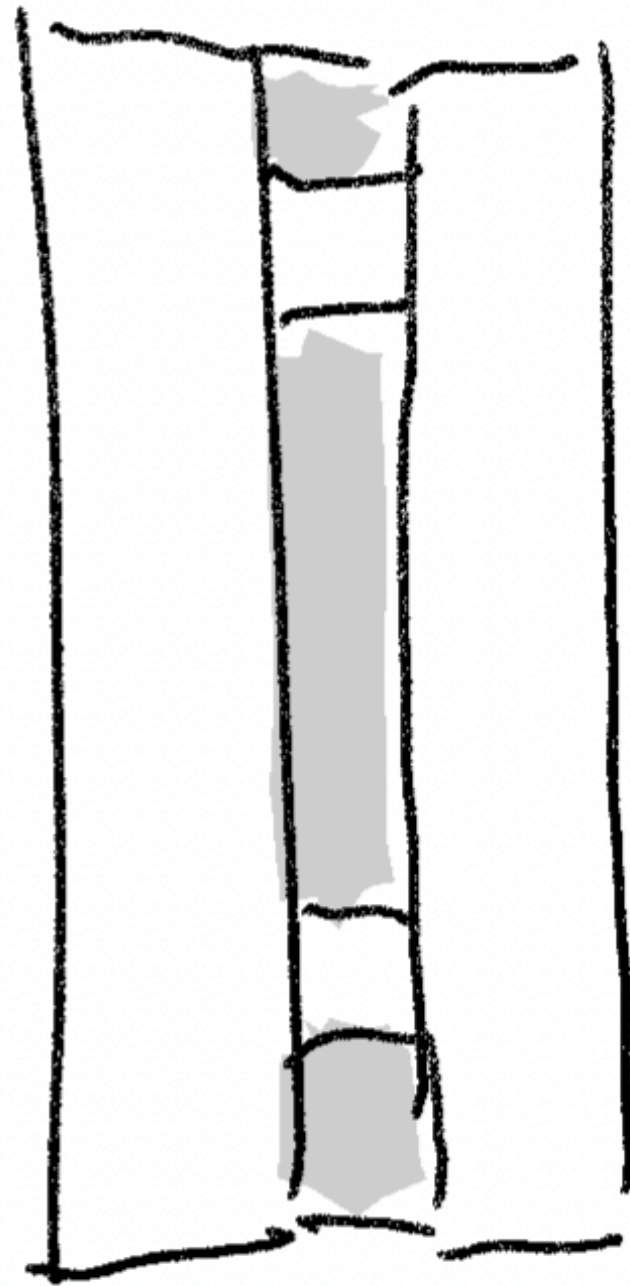




Scroll.

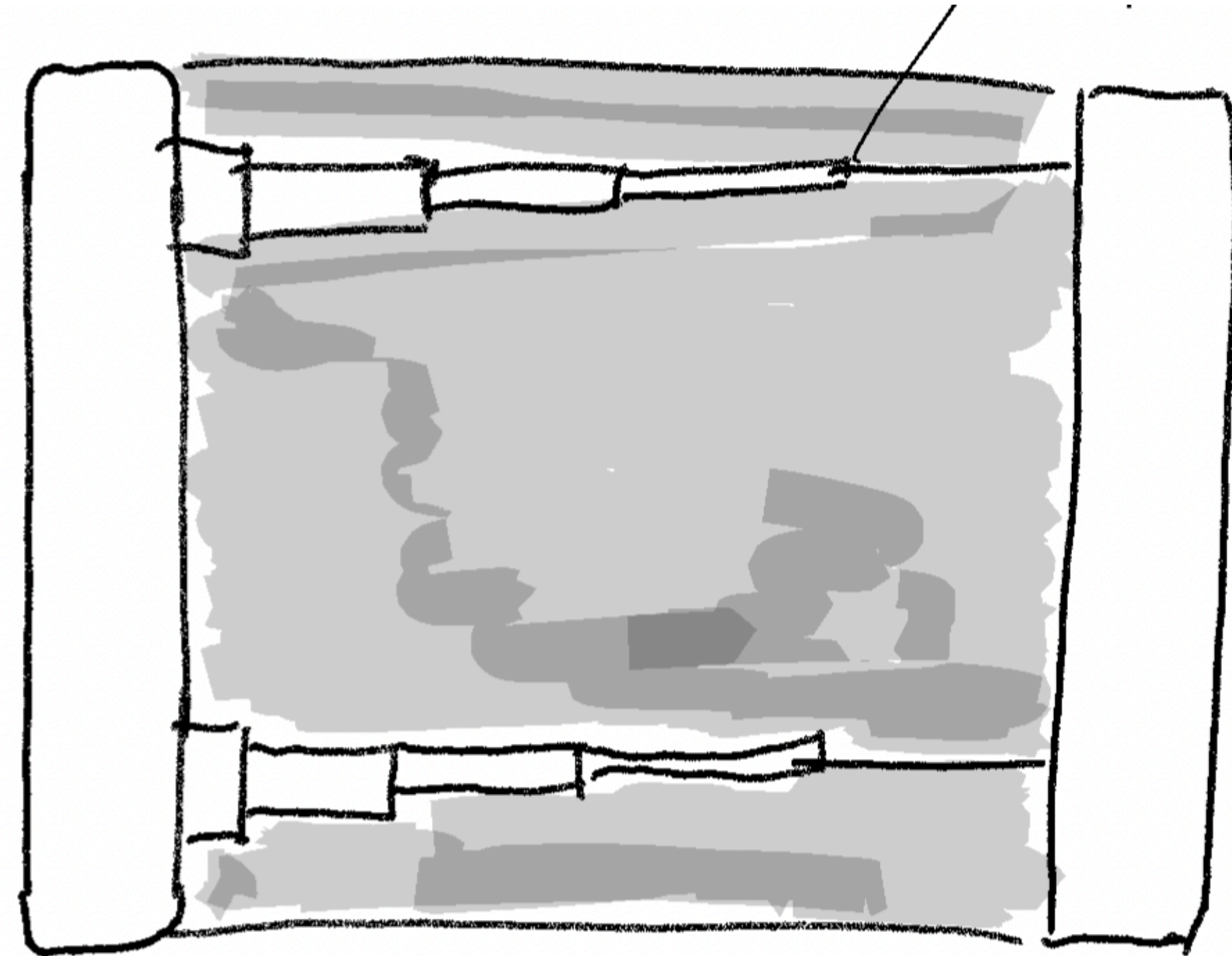
Support spokes

Collapse
mechanism
similar to old-
school radio
aerial



Collapsed

Extended spokes



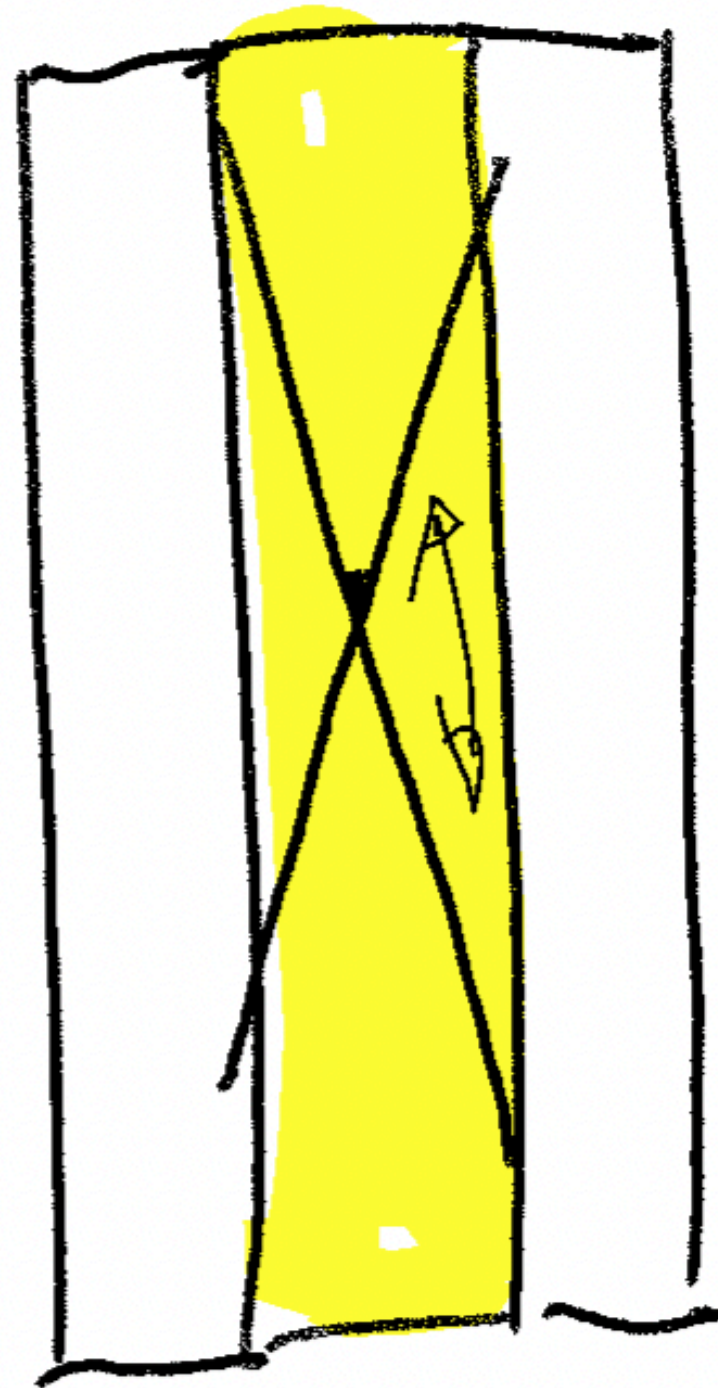
Expanded



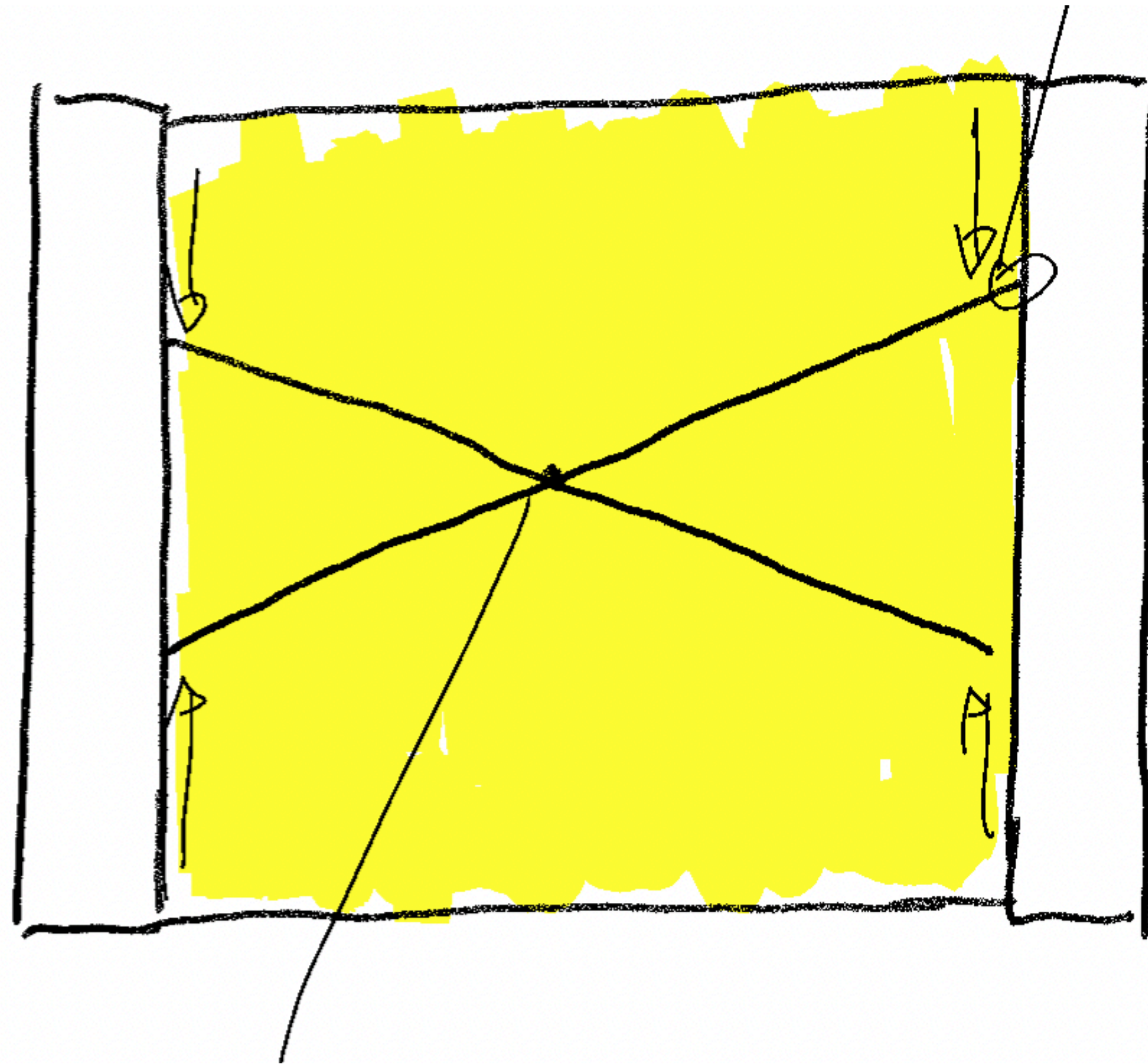
Scroll.

Support spokes #2

Spokes slide out as they are collapsed



Slide mechanism



Locks in place when fully extended





What is Scroll.?

A fully rollable screen that functions in a similar way to an iPad. It has similar screen resolution and depth of colour. It sports a camera, speakers and long lasting battery as well as a sleek, metallic look & feel. It takes advantage of rollable OLED screen technology, recently developed at a number of firms.

Advantages

Its light-weight, compact nature allows for far greater portability compared to traditional iPads.

It's compact, yet allows for a large screen, lending itself to films, games, Facetime etc

Looks and feels amazing. Nice, sleek, metal scroll that expands firmly and looks robust.



Features

- Screen is still viewable in collapsed mode
- Camera is embedded in handle along with processors, battery and speakers
- Supporting spokes click into place once extended completely

Interaction

- The scroll is expanded manually. A simple and robust mechanism (there's no actuation). Scroll. is for daily use. It is quick and easy to deploy.
- It's lightweight while feels solid and reliable
- A release button to collapse Scroll. is located on the side of one of the handles



Scroll. Customisable.

Scroll. comes in any colour under the rainbow. The handles can be imbued with deep hues or elaborate patterns of your choice.

Your name, message or logo can be engraved along the sides of the handles in variety of sizes and styles.

Apple introduces custom manufacturing to its products.

And charges a healthy premium for the service.



Scroll.
technology



Scroll.

Rollable screen technology is here.

The LG rollable almost happened. Apple still has time to be a market leader in rollable screens.





Scroll.

Samsung is about to debut a sloth of new products including a semi-rollable screen:

<https://youtu.be/mA8lvN7ZFb0>

Apple will do what Samsung is doing but, typical of Apple, to a higher level of quality and functionality.

Scroll.

Aledia has developed rollable screen technology using uniquely functional OLEDs.

<https://www.aledia.com/microled-technology/>

<https://www.displaydaily.com/article/display-daily/aledia-accelerating-microled-execution>





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