



Delivered through your mailbox, so no need to be home.

Assembled and repaired within minutes.

No nonsense, just good music.



Diego Renting
MAYER: Designing a modular
upgradeable subscription speaker
20/11/2018
Integrated Product Design

Committee
J.E. Oberdorf (chair)
A.I. Keller (coach)
T. Leenders (company mentor)
Company
Gerrard Street

Gerrard Street currently rents out headphones to consumers as part of a service. For €7,50 per month you will receive a modular headphone through the mailbox. The user does the final assembly and within minutes they have a headphone. And no worries, if something breaks you will get a replacement part as part of the service.

After introducing a new wired (DAY), Bluetooth (BOSS) and active noise cancelling (PRINCE) headphone it is time for the next step for Gerrard Street, a Bluetooth speaker.

Introducing MAYER, a small portable Bluetooth speaker, which is also modular and fits through your mailbox. Featuring 20 Watt drivers, a replaceable 20 hour battery and a fabric sleeve, this speaker competes with the higher premium speakers, adding modularity, upgradeability and affordability into the mix. MAYER will cost only €9,99 per month instead of competitors asking a whopping €350. And you can quit at any time.

Gerrard Street's MAYER - The last speaker you will need.



 **TUDelft**