Case Study

CATCH CAM

Product Developers

GID Company
3720 Prospect Avenue, Yorba Linda,
CA 92886
USA
P: +1714-323-1052

E-mail: info@gidcompany.com

About Product:

Catch Cam is a device for amateur and competitive sport fishermen (Angler) who loves to keep some sort of record of their catches, whether it be for food or catch & release bragging rights. With the help of this device, you could easily tell the whole story of the caught fish and provide the evidence that would satisfy a tournament judge and/or impress family and friends.

If you enjoy fishing, then this device is specially designed for you to collect the data related to length, weight, and photographic evidence that would validate your catch. It is a rugged, water proof, handheld device that would weigh, measure, and photograph a fish caught by the angler. Further the device would also capture and store the data, including the actual date and time of the catch all of which would be imprinted on the photograph and made available for download at a later time.

Background: Amateur and competitive sport fishermen alike keep some sort of record of their catches whether it be for food or catch & release bragging rights. Anglers are well known for their storied descriptions of how big the fish was … how much did it weigh … and it was the ugliest catfish or prettiest rainbow trout ever caught.

Problem: Where to find a device that could tell the whole story of the caught fish and provide the evidence that would satisfy a tournament judge and/or impress family and friends.

Solution: Our clients, astute business people in the pharmaceutical industry who also enjoy fishing, acquired a patent for a device that purported to measure and collect the data related to the length, weight, and photographic evidence that would validate a fisherman's catch. Patents are great for describing the uniqueness of a new product idea, the "what", but are not intended to provide the "how" to design and construct the product.

To implement the intent of the patented product idea our firm was engaged to bring it to the reality of a finished and functional product ready for market. To do so we brought in our best mechanical, electronic, and software development team members to unravel the complexities presented by the requirements for a rugged, water proof, handheld device that would weigh, measure, and photograph a fish caught by the angler. Further the device would have to capture and store the data including the actual date and time

of the catch all of which would be imprinted on the photograph and made available for download at a later time.

The device had to provide a screen that would display each step of the weight, measurement and photo process allowing the angler to accept and store or reject and repeat the each step of the process, all accomplished with a simple and intuitive user interface. The design teams came up with a clever trigger mechanism that with an input the angler's one-click of the trigger will select the first process step followed by two-clicks to store and move onto the next step. By continuing with one click the user could repeat the step until satisfied with the results. Only by clicking twice would the input be accepted and allow the user to move onto the next step. All user inputs are driven by the imbedded software and sophisticate electronic circuitry. The angler could repeat this operation throughout and entire day of fishing without regard to the number of fish caught.

The Catch Cam product included an ingenious fish clamp mechanism integrated into the housing that would not harm the fish permitting the angler to easily control and position the fish for the measurement and photo processes and then release the fish back to wild or to a storage tank. If the catch Cam was accidently dropped in the water, it is designed to float allowing the angler to retrieve it. Our satisfied client is now in preparation of marketing and the pursuit of sales distribution channels.

Product Features:

The device has a screen with a simple and intuitive user interface that would display each step of the weight, measurement and photo process allowing the angler to accept and store or reject and repeat each step. A clever trigger mechanism that with an input the angler's one click of the trigger will select the first process step followed by two-clicks to store and move onto the next step. By continuing with one click the user could repeat the step until satisfied with the results. All user inputs are driven by the embedded software and sophisticate electronic circuitry.

The Catch Cam product included an ingenious fish clamp mechanism integrated into the housing that would not harm the fish permitting the angler to easily control and position the fish for the measurement and photo processes and then release the fish back to wild or to a storage tank.