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'SMART SWIMSUIT'

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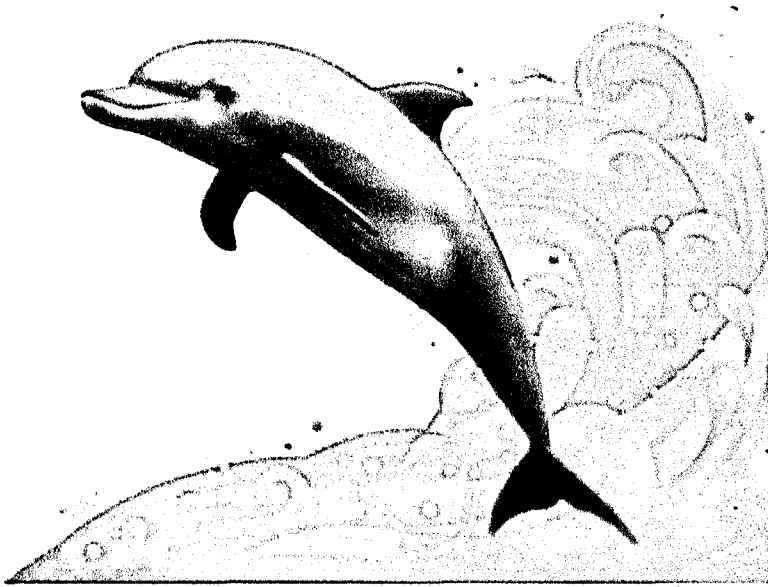
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COMPANY'S LOGO



-SwimPro-

CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 Introduction

After initial observation towards available swimsuits at the market, the team had come out with an idea on a product. The innovation is a SMART-swimming suit. The SMART swimsuit is an innovation that has swim assist technology to control floating ability. This product come with specialty in the ability to move the muscle by using functional electrical stimulation (FES) pads to assist movements for swimming and subsequently providing balance for body to float. This swimming suit also equipped with switch on and off to initiate and stop the functionality of the FES.

1.2 Purpose of Development

The purpose of the product development:

- To improve the chance for individual without proper training to enjoy swimming.
- To ensure the safety during swimming and to prevent from drowning.

1.3 Product Concept

The concept of the product development:

- For children to learn swimming on their own.
- For adult who have time constraint to attend swimming classes.
- For the safety of consumer who lack of swimming ability.