SANDbOX
Advanced Development

Sandbox Advanced Development, Inc. is an advanced development contractor, creating future product lines for other companies, and an entrepreneurial creator of its own high-tech consumer products.

Mission Statement

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Existing technologies have the potential to do many of the things people want them to do. Unfortunately, these technologies usually reach the market encased in impersonal, ambiguous black boxes that fail to acknowledge user needs.

Sandbox Advanced Development, an interdisciplinary lab with a human-centered approach to problem solving and technical know-how, provides companies with the insight and creative solutions necessary to bridge this "human-tech gap."

Who We Are

Sandbox Advanced Development, founded 3/98, is an interdisciplinary lab of designers, computer scientists, writers, and engineers working to create insightful research, strategic thinking, and innovative solutions for hi-tech consumer markets.

Sandbox Advanced Development has built up an advanced product development group with numerous international awards in the fields of technology and design. The company's founders have united the traditionally segregated disciplines of software development, industrial design, and interface design.

The Sandbox Advanced Development Focus

Sandbox Advanced Development was founded around the principle that Interaction Design will be one of the most valuable intellectual commodities of the 21st century.

Interaction design is a way of thinking, that when done correctly, leads to the creation of useful, usable, viable, and desirable products. It is the process of creating experiences through a product's design by considering what people want to do first and the product's surface and enabling technologies second.

Our particular focus is on the invention and design of mobile and wearable computing and information technologies and our work in this milieu has been recognized internationally as high-technology anyone can use, not just the techno-elite.