

Electronic Knowledge & Design Techniques For TOYS



Introduction

With intensifying market competition for the Hong Kong toy industry recent years, it is essential to add new elements to your products, such as electronic components with sound effects, motion detection and remote control, to meet the market demand for innovative, higher quality products. Electronic knowledge, therefore, has growing importance to the design of toys. In addition, creative concepts coupled with cost-effective awareness allow manufacturers to stay ahead in the market competition.

Who Should Attend

The course is tailor made for toy designers, engineers or sales executives who wish to enhance their knowledge in electronics and the technical aspects of the development of electronic toys. Those who would like to start their careers in the electronic toy industry are also welcome.

Course Objectives

This course covers practical electronic knowledge, product design development and the technologies & principles of electronic toy design, aiming to equip participants with the needed knowledge to grasp the most updated technology in the developmental process of electronic toys. Strategies for developing creative toys with cost effectiveness are also introduced.

Course Outline

A. Basic Knowledge on Electronic Toy Design

- ◇ Understanding Technical terms
- ◇ Electronic Design
- ◇ Mechanical Design
- ◇ Aesthetic Design
- ◇ Introduction to International Standards for Electronic Toys

C. Features of Electronic Toy Design

- ◇ Basic Control
 - Sound, motion detection, contact, shock sensor, solar electronics
- ◇ Sound Effect
 - Music, melody and vocal
- ◇ Radio Control
 - Vehicle
 - Boat
 - Aircraft
- ◇ Microprocessor Control
- ◇ Electronic Educational Toy

B. Categories of Toys

- ◇ Different Types of Electronic Toys
 - Interactive
 - Radio Control
 - Educational
 - Robotic

D. From Concept to Products

- ◇ Product Life Cycle
- ◇ Design Specification
- ◇ Realization of Creative Concepts
- ◇ Aesthetic and Industrial Design
- ◇ Computer-aided Industrial Design
- ◇ Cost reduction techniques
- ◇ Strategies for market success

E. Case Studies

- ◇ Interactive toy
- ◇ Educational toy
- ◇ Wireless toy
- ◇ Robotic toy

Organizer:

PRODUCTIVITY
生產力培訓學院 Training Institute

Co-organizer:

LEXIWAVE
Reinventing RFIC

 **Hong Kong
Productivity Council**
香港生產力促進局



About the Speaker

Mr Geddy Lee is a lecturer at the Hong Kong Institute of Vocational Education (Tsing Yi) teaching product and toy design engineering. Mr. Lee graduated from the Hong Kong Polytechnic University, with a Degree in Industrial Design and a Master Degree in Engineering Business Management. Prior to his teaching career, Mr. Lee worked for several international companies and design consultancies as senior designer in the Toy and Product Design field.

Mr Henry Lau received his M.Sc. and MBA degrees from the UK and USA respectively. He has more than 21 years of experience in designing RF systems, products and RFICs in both Hong Kong and the USA. He worked for Motorola and Conexant in the USA as Principal Engineer on developing Radio Frequency Integrated Circuits for cellular phone and silicon tuner applications. Mr Lau holds five the USA patents and has one patent pending. He is currently running Lexiwave Technology Ltd., a fabless semiconductor company in Hong Kong and US designing and selling integrated circuits for consumer product and toy industries.

Course Details

Course Date and Time	20-21 September 2010 (Monday & Tuesday) 09:30-17:00
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon
Course Fee	✧ Regular Fee: HK\$2,500 ✧ Early Bird: HK\$2,250 (Register and pay on or before 30 August 2010)
Award of Certificate	A Certificate of Completion will be awarded to participants who have attended through the 2-day training
Medium of Instruction	Cantonese (with English terminology and English handouts)
Application Procedure	1) Please complete the enrolment form and send by email to hollyip@hkpc.org or fax to 2788 5350 for seat reservation. 2) Please pay the course fee by cheque and send to the Hong Kong Productivity Council at the following address: Holly Ip, PTI 3702, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon <i>*All cheques should be crossed and made payable to "Hong Kong Productivity Council"</i>

Enquiry

Hong Kong Productivity Council

Miss Holly Ip

Tel: 2788 6366 Email: hollyip@hkpc.org

[Website: www.hktrainingonline.com](http://www.hktrainingonline.com)

Lexiwave Technology (Hong Kong) Ltd.

Mr. Edward Lam

Tel: 2144 2592 Email: edward.lam@lexiwave.com

[Website: www.lexiwave.com](http://www.lexiwave.com)

Miss Yeung

Tel: 2788 5833 Email: mcy@hkpc.org

報名表 Enrolment Form

請以正楷填寫此表格 Please complete this form in BLOCK LETTERS.

課程 Programme :

課程編號 Programme Code :	課程名稱 Programme Title :	學費 Programme Fee:

甲部 (Part A) 申請者資料 Applicant Information :

中文姓名 (先生/小姐/太太/女士) : Chinese Name (Mr./Miss/Mrs./Ms*) :			
英文姓名 : Name in English :	姓 last name	名 first name	(必須與香港身份證/護照相同 Must be the same as shown on ID card/Passport)
公司名稱 : Company Name :			
職位 : Position :			
最高教育程度 Highest Achieved Education Level (請選擇一項。 Please select one only.) :			
<input type="checkbox"/> 小學 Primary School	<input type="checkbox"/> 中學 Secondary School	<input type="checkbox"/> 文憑至副學位 Diploma to Associate Degree	<input type="checkbox"/> 學位 Degree
<input type="checkbox"/> 研究院或以上 Postgraduate			
辦事處電話 : Office Telephone :	手提電話 : Mobile No. :	住宅電話 : Home Telephone :	
電郵地址 : E-mail Address :			傳真 : Fax :
通訊地址 : Correspondence Address :			

乙部 (Part B) 繳費方法 Method of Payment :

<p>請選擇一項 Please select one only</p> <p><input type="checkbox"/> 現金 Cash</p> <p><input type="checkbox"/> 支票號碼 Cheque No. : _____ , (公司 Company / 私人 Private*) 。 (支票請劃線, 抬頭人為「香港生產力促進局」。The cheque has to be crossed and made payable to the "Hong Kong Productivity Council.")</p> <p>Is The programme fee sponsored by your employer? 課程費用由僱主贊助? <input type="checkbox"/> YES 是 <input type="checkbox"/> NO 否</p>
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*Please delete whichever inappropriate / 請刪去不適用者

聲明 Declaration :

本人聲明在此報名表格及隨附文件所載的資料, 依本人所知均屬完整真確。

I declare that all information provided in this enrolment form and the attached documents are, to the best of my knowledge, accurate and complete.

本人同意如本人獲取錄入學, 本人當遵守學院的規則。

I consent that if admitted, I will comply with all the Rules and Regulations stipulated by the Institute.

本人已細閱報名表的重要通知, 並明白所有“重要通知”內容均以本院課程單張及網頁之最後更新版本為依歸。
I have read and understood the "Important Note" in this enrolment form is subject to revisions in the course pamphlets and the latest updates in the Institute's website.

申請者簽名
Applicant's Signature : _____

日期
Date : _____

報名程序

請填妥報名表、連同相關課程需要的文件及費用，親身或以郵遞方式遞交。

郵寄地址：九龍達之路 78 號生產力大樓香港生產力促進局生產力培訓學院（請於信封封面註明報讀課程名稱及編號。）

重要通知：

1. 報名表(可用影印本)必須連同學費於開課前一併繳交，否則報名無效。
2. 本局已實施個人資料(私隱)政策，有關資料單張可於報名處索閱，或閣下可與本局個人資料管理主任查詢。
3. 本局建議申請者以信用咭、易辦事或支票繳交學費。學費收據以本局機印方為有效，支票收妥作實。
4. 除非本局於課程開始前最少 5 個工作日 收到申請者書面通知退學，否則已繳學費概不退還。申請者申請退還學費需繳交手續費二百元正。
5. 申請者可提名他人代替其本人出席課程，惟事先須得本局同意。
6. 香港生產力促進局保留在任何情況下及以任何原因拒絕任何入學申請的權利。申請者繳付學費後，仍須符合入學的所有條件，其申請方可獲得接納。
7. 香港生產力促進局保留在任何情況下更改課程內容、授課地點、日期及時間的權利。
8. 颱風及黑雨警告：如課堂時間是在早上(09:00-13:00)、下午(14:00-17:00)或晚間(6:30-10:00)，將在下列情況下取消：(一)八號或以上颱風訊號或黑色暴雨警告訊號在早上 6:00、11:00 或下午 4:00 仍然懸掛；或(二)香港天文台在早上 6:00、11:00 或下午 4:00 或之後，宣佈將懸掛八號或以上颱風訊號或黑色暴雨警告訊號。本局將盡早通知學員補課的日期及時間。

Enrolment Procedure :

Please complete and send the enrolment form with required documents and fee to the Institute in person / by mail.

Mailing Address: Productivity Training Institute, Hong Kong Productivity Council, HKPC Building, 78 Tat Chee Avenue, Kowloon. (Please mark the programme title and programme code on the envelope.)

IMPORTANT NOTE:

1. Course fee must be accompanied with this form (or photocopy) before course commence, otherwise enrolment would be rejected.
2. HKPC has adopted a Personal Data (Privacy) Policy. Information about the policy is available at HKPC enrolment counters for collection. You may also contact our Personal Data Controlling Officer for further details.
3. Applicants are encouraged to pay by credit cards, EPS or cheques, if possible. Amount received will be imprinted. Cheques are subject to bank clearance.
4. Enrolment fee is not refundable unless HKPC is notified in writing of your withdrawal at least 5 working days before the course commences. A handling charge of HK\$200 will also be levied.
5. An applicant may, subject to approval from HKPC, nominate a person to attend the course on his/her behalf.
6. HKPC reserves the right to reject any application in any circumstances and for whatever reasons. Payment of fees should only be construed as conditional acceptance of application.
7. HKPC reserves the right to change the contents, venue and / or time as necessary.
8. Classes in the morning, afternoon or evening will be cancelled if typhoon signal No. 8 or above OR black rainstorm warning is still hoisted after (or is announced by the Hong Kong Observatory to be hoisted at/after) 6:00 a.m., 11:00 a.m. and 4:00 p.m. respectively. Participants will be notified when the class will be made up as soon as possible.