



FORM & PROOF

From concept to buildable reality.

Form & Proof turns VMD, POP, POSM, retail fixture, tradeshow, and product display needs into clear concepts, basic drawings, tested samples, and production-ready decisions.

This brochure summarizes public service units and preparation guidance. It does not include private customer records, non-public partner details, confidential production data, or sales strategy.

What we build around

VMD, POP, POSM, retail fixtures, product displays, tradeshow display support, CAD-ready drawing work, sample review, controlled production, and documented QC.

How to start

Choose one service unit or move in sequence from concept to basic drawings, sample productization review, and mass production.

SERVICE PACKAGES

Four clear ways to request work

Concept Package

Visual direction, layout thinking, material direction, and buildability notes for early display planning.

Basic Drawing Package

Basic dimensions, structure notes, assembly direction, and review-ready drawing deliverables.

Productization and Sample Package

Defect-risk review, production direction revision, sample product, and sample review criteria.

Mass Production Package

Approved-reference control, finish standards, critical-dimension checks, assembly review, QC photos, pack-out alignment, shipping readiness, and rollout support.

Drawing boundary

If Form & Proof creates basic drawings, those basic drawings can be provided. Modified production drawings created during productization and sample production are not provided as customer deliverables because they are Form & Proof production know-how and trade secret material.

Korea-based production, when it fits

Korea-based production partners are one available path when the materials, quantity, schedule, and delivery plan fit the project. Not every project needs the same production route.

Quality comes from control

Country of origin alone does not guarantee quality. Production is reviewed against an approved sample and current requirements, with explicit checks for dimensions, stability, assembly, access, finish, packing, and release status.

TECHNOLOGY PROJECT PATH

Seven delivery gates inside the established four-unit service structure

The gates are development and approval milestones, not a fifth service package. H/W and S/W & AI engineering begin from one system definition, advance in parallel, and converge in an integrated working prototype.

Concept Design	Basic Drawing Work	Productization & Sample	Mass Production
T1–T2	T3 physical & H/W track	T4–T5	T6
T1	Experience & Requirements	Define visitor behavior, system response, content and data, accessibility, privacy, failure states, and measurable approval criteria.	
T2	System Architecture & Feasibility	Set H/W–S/W boundaries, component families, power, heat, communications, APIs, AI scope, fallback behavior, and technical risks.	
T3	Parallel Engineering	Freeze shared interfaces while the two workstreams advance together. Physical & Hardware EngineeringSoftware & AI Development	
T4	Integrated Prototype	Combine the structure, electronics, sensors, application, and controlled AI into one working system with recorded integration tests.	
T5	Validation & Pilot	Verify function, heat, durability, accessibility, offline and recovery behavior, security, privacy, AI answers, and a controlled 1–3 unit pilot.	
T6	Production, Provisioning & Launch	Produce, assemble, inspect, assign device identity and settings, deploy content and software, install, and approve launch acceptance.	
T7	Operate & Improve — Optional	For Connected Rollout & Care: device health, CMS, OTA and rollback, approved content, incident response, anonymous analytics, and end-of-life planning.	

Cross-cutting assurance · T1 through T7

Approved knowledge, privacy and consent, accessible fallback, human handoff, AI evaluation evidence, offline operation, device recovery, version control, and rollback remain active across every gate.

REPRESENTATIVE CONCEPT CASES

Six formats, each developed as a five-stage public case

Every image is newly created for Form & Proof. The cases demonstrate working methods without presenting a real customer identity, product, drawing, or private project record.

**Wearable Technology Discovery System**

Retail experience fixture

**Smart Device Demonstration Counter**

Countertop device display

**Warehouse Retail Pallet Program**

Pallet display and rollout

**Interactive Material Story Display**

Brief-to-sample counter display

**Scientific Wellness Discovery Pop-Up**

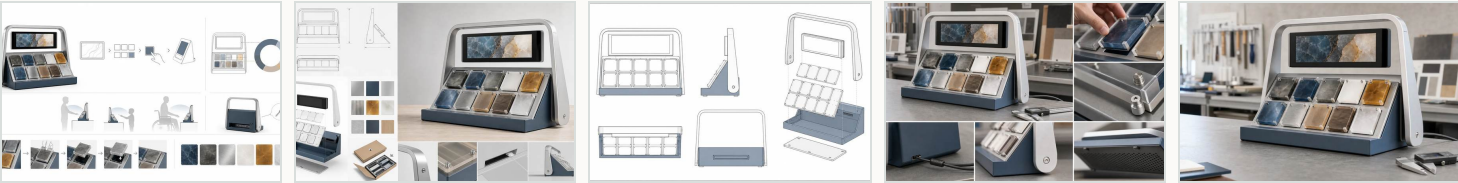
Experiential retail pop-up

**Modular Beauty Trade Show Booth**

Reusable exhibit system

PREPARE THE BRIEF

Helpful details before consultation



Product information

Dimensions, weight, photos, package size, SKU count, and handling needs.

Retail or event context

Placement, store type, traffic pattern, installation needs, and viewing distance.

Brand references

Guidelines, campaign images, colors, fixture inspiration, and must-avoid directions.

Existing files

Sketches, rough notes, CAD files, PDF drawings, reference photos, or sample images.

QC AND SAMPLE REVIEW

Photo-based checkpoints

Approved reference review

Confirm the approved sample and current requirements that production will be checked against.

Buildability and defect-risk check

Identify details that may crack, bend, scratch, loosen, overheat, shift in transit, or fail during handling.

Documented QC and release

Record critical dimensions, assembly, access, finish, pack-out, open issues, and what is approved to proceed.

Form & Proof public brochure. Submit a project brief through the website when you are ready to share files for review.