

# DIRTT PRODUCT PHILOSOPHY

From the outset, DIRTT product design developed using three premises:

1. Focus must always be on providing sustainable solutions, either from a material or behavioral perspective.
2. The environment must be fully responsive to both aesthetic and functional needs, at point of creation and over time, without concern for compatibility.
3. Our work will never be done. At no point will the product cease to evolve.

Adopting these simple directives drove the product solution to be indifferent to the future, to have radical aesthetic variability, and to continue to adapt and evolve in response to market and end-user needs.

## COMPATIBILITY

We have been fortunate to have taken an approach that contemplates change from a different perspective. Rather than attempt to predict the future, our solution was developed with the assumption that the future is uncertain and impossible to predict. Because of this, all design activity focuses on interface between objects in the environment, much like behaviors found in LEGO™. Any two blocks in LEGO connect because they have a standardized interface and are not concerned with what they connect to. Simple; but critical.

Fundamentally, as soon as an object cares about what it connects to its future use is greatly limited. The goal of creating sustainable environments demands that whatever we create cannot be concerned about what's coming next. This approach assures not only compatibility over time, but the ability to evolve the environment significantly without concern as well.

Regardless of the module types we develop in the future, we can be certain of their compatibility to anything made in the history of the company. As radically different products like toasters, radios, and vacuum cleaners all connect to the world in the same way, so too do all of our modules connect to each other. We have developed an interface that will never change, and will forever ensure sustainability.

## THE PRODUCT IN THE FUTURE

It is impossible to predict the future of the DIRTT environment. It is fair to say, any environment asked to respond to technological change cannot be rooted in a narrow perspective. This acceptance of uncertainty gives freedom to the future state of DIRTT, allowing our solutions to respond to whatever comes our way. Having said that, there are areas of focus in the near term:

1. As society turns its focus to the issue of the environment, so too have manufacturers evolved. In many cases manufacturing processes have changed, as in the case of formaldehyde-free and renewable substrates, or new ones invented as in the use of recycled cotton in high-performance insulation. DIRTT continues to adopt and develop technologies sensitive to the demands we place on our environments.
2. The focus on aesthetic expression, in particular the expressions of the architectural and design community and their clients. As time passes and new opportunities arise, we continue to find new and exciting opportunities for expression. We have a strong focus on providing aesthetic ownership to others, and we will continue to respond.
3. Technology, as an extension of the DIRTT environment, continues to evolve. The DIRTT Design Team leverages significant experience and expertise in the integration of technology in the built environment. DIRTT is pursuing solutions that fully unify communication, display, and interface technologies into our products. Modular data, modular power, large format rear projection displays, and sound masking are some of the technologies we are focusing on, among others. As the world evolves, so too does DIRTT.
4. Standard product improvements are ongoing. Even though the part count and material consumption already have excellent economy, there is always room for improvement. We continue to improve our manufacturing processes through automation and further refinements to the product. We are dedicated to continuous improvements.

## IN CONCLUSION

Our greatest opportunity at DIRTT came from starting with a blank canvas. We have no legacy, no imbedded systems, and a complete absence of conventional thinking. Across the board we seized the opportunity with a design philosophy like no other, and a commitment to never waiver from our goals. Doing It Right This Time is what we are truly about.