

IRIVER H10



Properties list:

- single product
- new product
- electronics
- opening and closure systems
- plastics
- box
- contemporary
- end-user packaging
- identity by shape
- translucent

The package for iRiver MP3 Player is communicatively coordinated with the mono-branded iRiver stores, but it can be also sold in other stores maintaining a distinctive identity and a strong visual impact.

The lid protects and shows the product inside.

The accessories are contained inside the lid and the base, which are fixed together by a semi-transparent clasp, which makes the product visible and offers a solid support to information.

Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

Credits:

Country: South Korea

Year: 2005

Agency: Tangerine Aig

Designer: Daniel Freytag

Other images:

