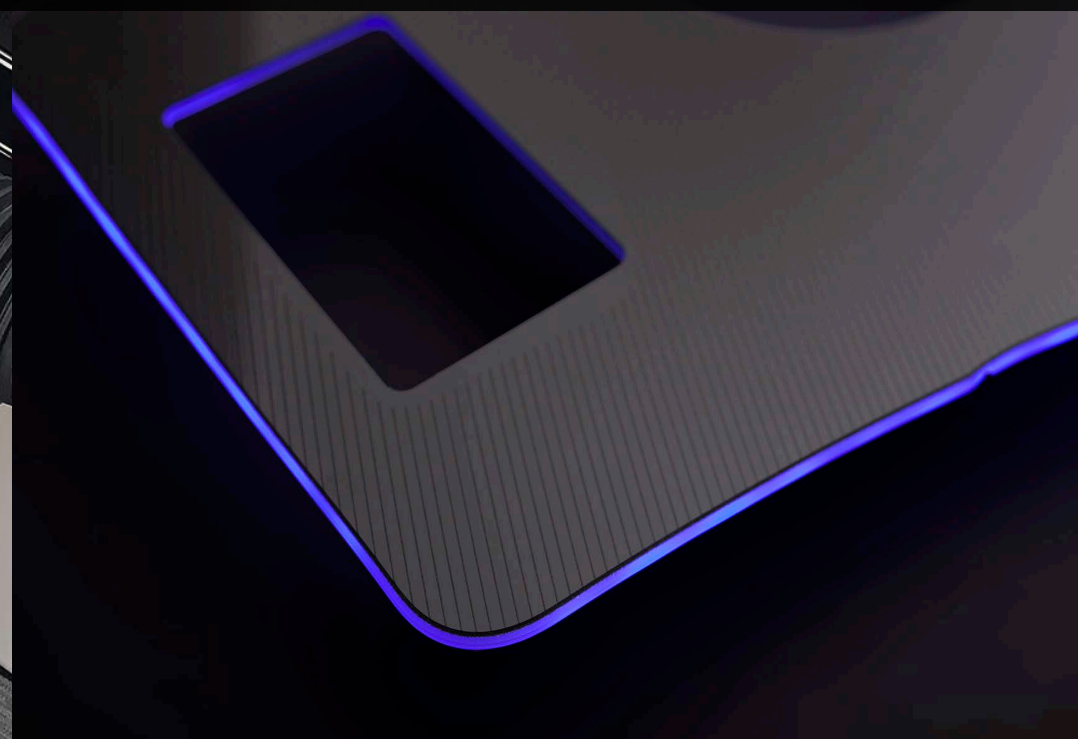


# TAKING BACKLIGHTING TO ANOTHER LEVEL



**CLIENT:** YAMAHA BOATS

**INDUSTRY:** MARINE

**PROCESS:** TEXTURED PATTERN & BACKLIGHTING

**SOLUTION:** DECORATIVE ACCENT

## OBJECTIVE

Incorporate multiple lighting effects into different dash parts.

## CHALLENGE

Create a lighting system that would not only light up the labels, but also the perimeter of each part. In addition, the lighting system had to be within the dash accent and the switch panel and remain as thin as possible.

## SOLUTION

We started with developing the initial construction of the parts by working closely with Yamaha's engineering team. We had to integrate multiple layers of material to achieve the perfect lighting effect while maintaining the esthetic intent and overall durability. After several tests, we were able to make our first prototypes for approval. Once the concept was pre-approved, we had to demonstrate that we could meet Yamaha's quality control requirements and tolerances. To this effect, we carried out a PPAP and shared the data with the quality team. As a result, they knew we could supply parts that would not only meet their esthetic standards, but their quality standards as well.