

**NOODL**



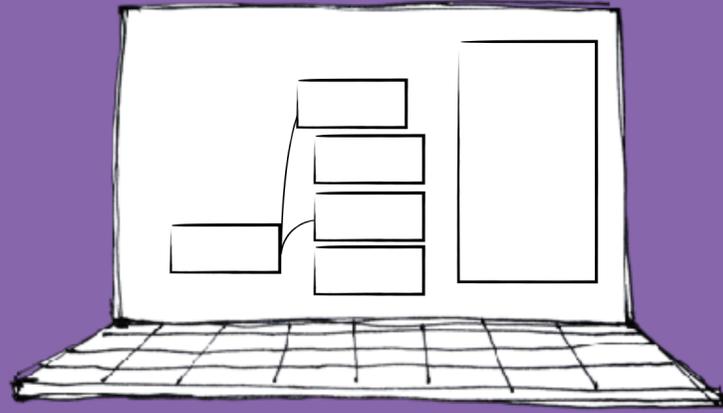
**LABS**



**Noodl Labs is the complete solution  
for designing, prototyping, and  
building connected products.**

*A combined software + teams solution.*





## Powerful creator tools.

Every Noodl Lab includes a creator lab platform that contains real data, device, and API integrations that are tailored for your specific product development needs.

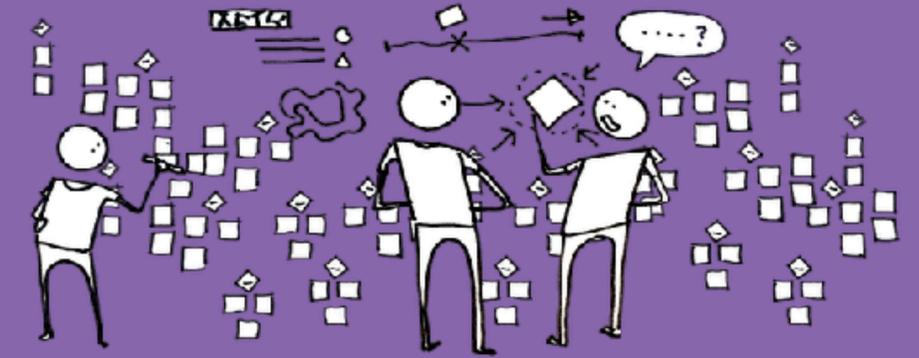
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## Prototypes, simulations, and living specs.

The ability to create and simulate complex systems and rapidly create high-fidelity prototypes that can be used for research, testing, and internal communication.

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## The people who transform your way of working.

Unlock your team's ability to make progress with innovative methods, processes, and expertise that focus on what matters - tangible results. Labs is ultimately about the people and the decisions they take.



# What's a Noodl Lab?

# Customers work with Noodl Labs & Topp to give their teams prototyping super-powers.

Better research.

Better decision-making.

Better products.



Business reason #1

**Teams working with  
Noodl Labs accelerate  
product definition  
from months to weeks.**

**Noodl Labs brings 5-10X  
progressive iteration speeds to  
product and innovation teams.**

*“Within two weeks we’ve brought up  
the schedule by a full month.”*

- Product Owner, Verisure



Business reason #2

# Multiply your decision velocity.

**Noodl Labs rapidly surfaces more data and insights and enables better results from tests.**

From rapid design experiments to full-scale pilot programs.



Business reason #3

# Achieve absolute clarity.

Real data. Real UIs. Real technology. Real experiences and behaviour. Noodl Labs erases ambiguity by erasing limits.

*“Our prototypes serve as our single source of truth.”*

- Team lead, Panasonic Aviation



Your main business case for Noodl Labs.

**Make better  
decisions here.**

**Save money, speed  
time to market here.**



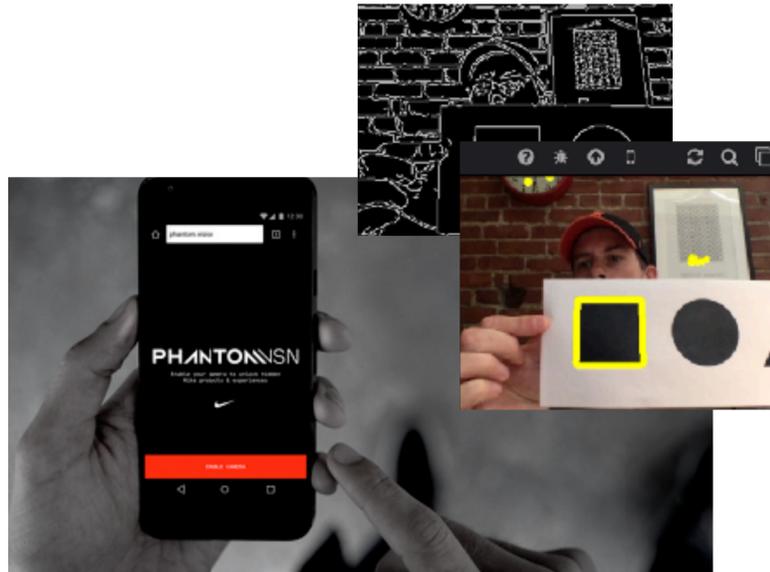
**Define your new product better.**

Research, Innovation, Pilots, Planning, Specs,  
Design, Feasibility, BOM, GTM, Strategy & Planning

**Executing faster and with  
more impact.**

Production, Deployment, Maintenance





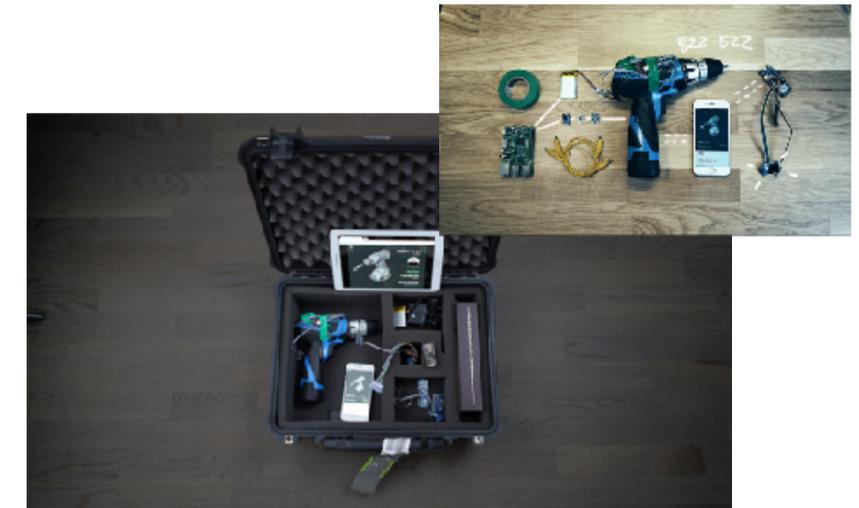
## BRING AN APP TO MARKET FASTER, WITH NEW TECHNOLOGIES.

Custom workflow, rapid experimentation and technology identification for the Phantom Vision campaign meant an accelerated time to market for the computer vision experience of the Phantom Vision campaign.



## BRING DATA TO THE TOP LEVEL FOR DECISION MAKING

Data and simulated solar integrations in the Noodl Lab enabled E.ON to visualise the relationship between user journeys and requirements of their emerging solar products, so that all stakeholders were aligned.



## TRANSFORM AN ORGANISATION'S ABILITIES

By enabling everyone to be hands-on, a Noodl Lab helped Airbus educate everyone from the factory floor to the board room about the power that data and intelligence could bring to their IoT strategy.



Are there any limits to what can be created?

No.

**Voice UX Lab**

**Computer Vision Lab**

**Mixed Reality Lab**

**Data Lab**

**Design System Lab**

**Connected City Lab**

**AI & ML Lab**

**Multi-Device Lab**

**Your Lab**





The Noodl Creator Lab is built on top of Noodl - a platform that has been battle-tested in creating prototypes for the world's most challenging design problems.

Noodl has a community of over 15,000 users.



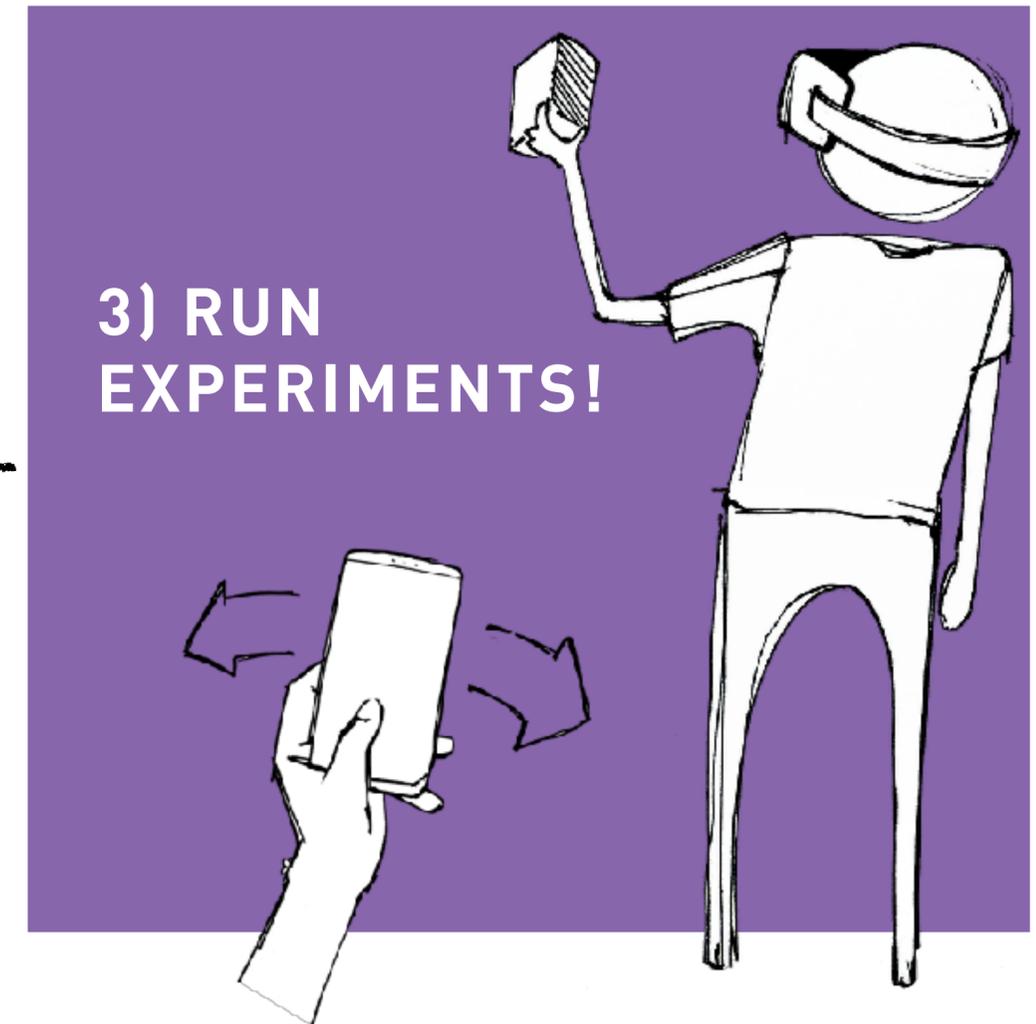
# How we start.



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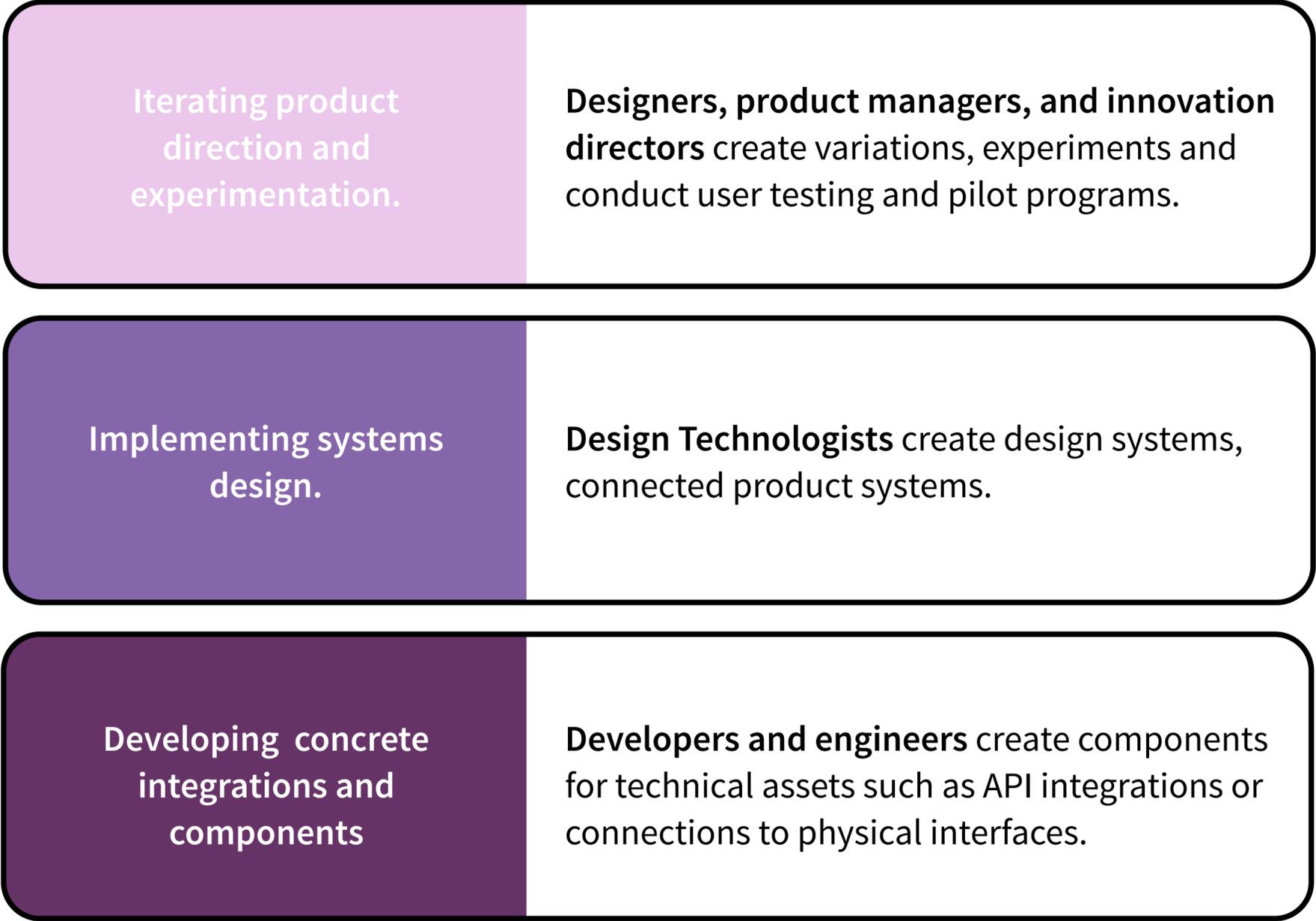


**Don't have an existing team?**

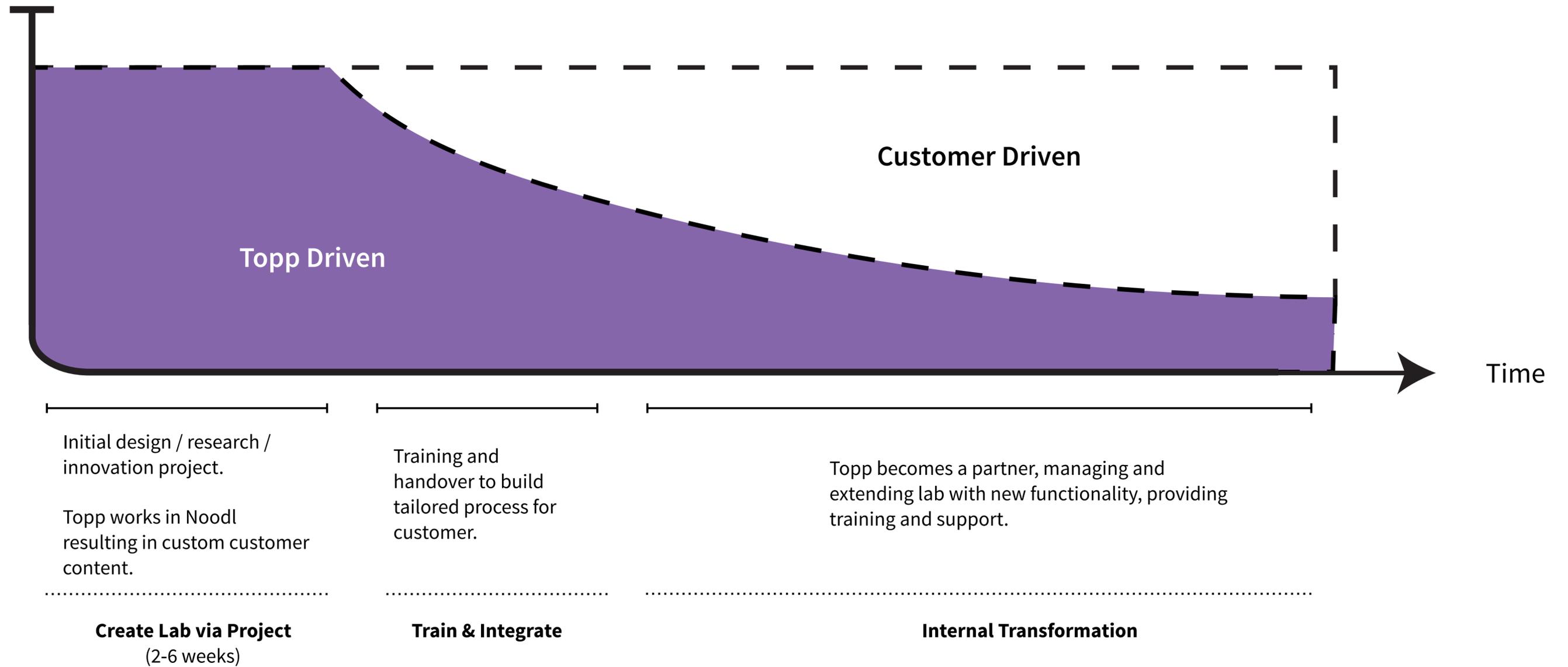
Noodl Labs can provide people both for training and to join your team as lab experts.  
Topp Design & Innovation brings talented experts to guide and develop process with your team.



# Roles in Noodl Labs



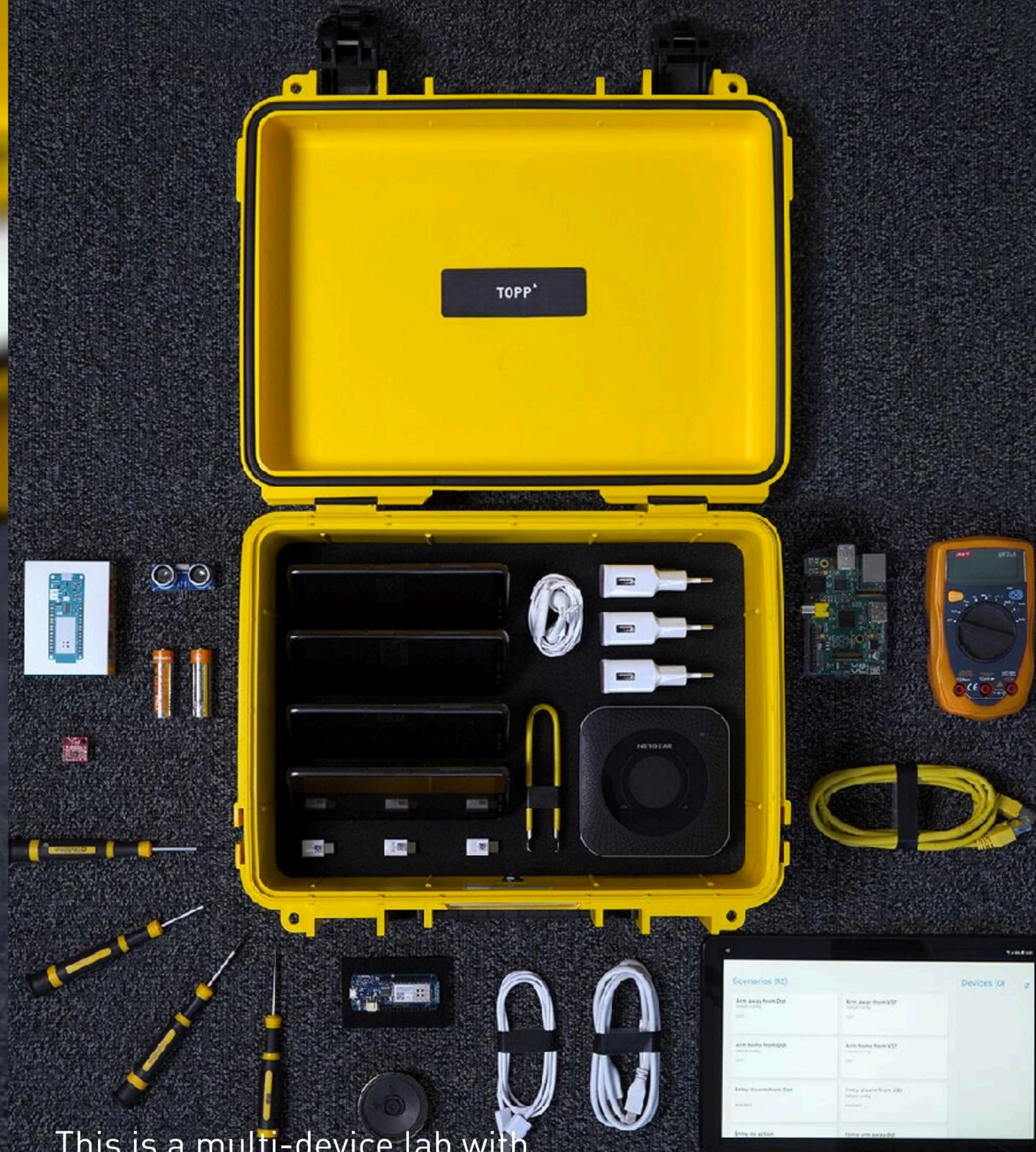
# The on-boarding process



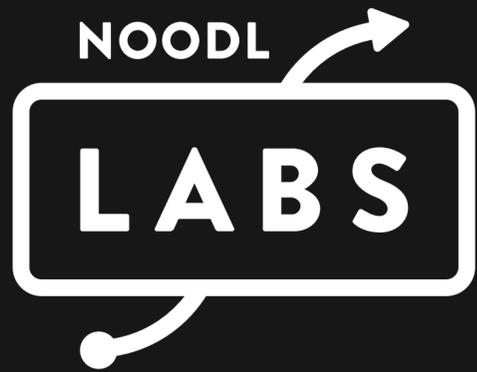


## Physical labs

When labs require dashboards, devices, sensors, and actuators they are packaged for ease of use and field testing.



This is a multi-device lab with scenario launcher dashboard.



Schedule a demo.

[www.labs.noodl.net/getdemo](http://www.labs.noodl.net/getdemo)

Ask some questions.

[hello@labs.noodl.net](mailto:hello@labs.noodl.net)