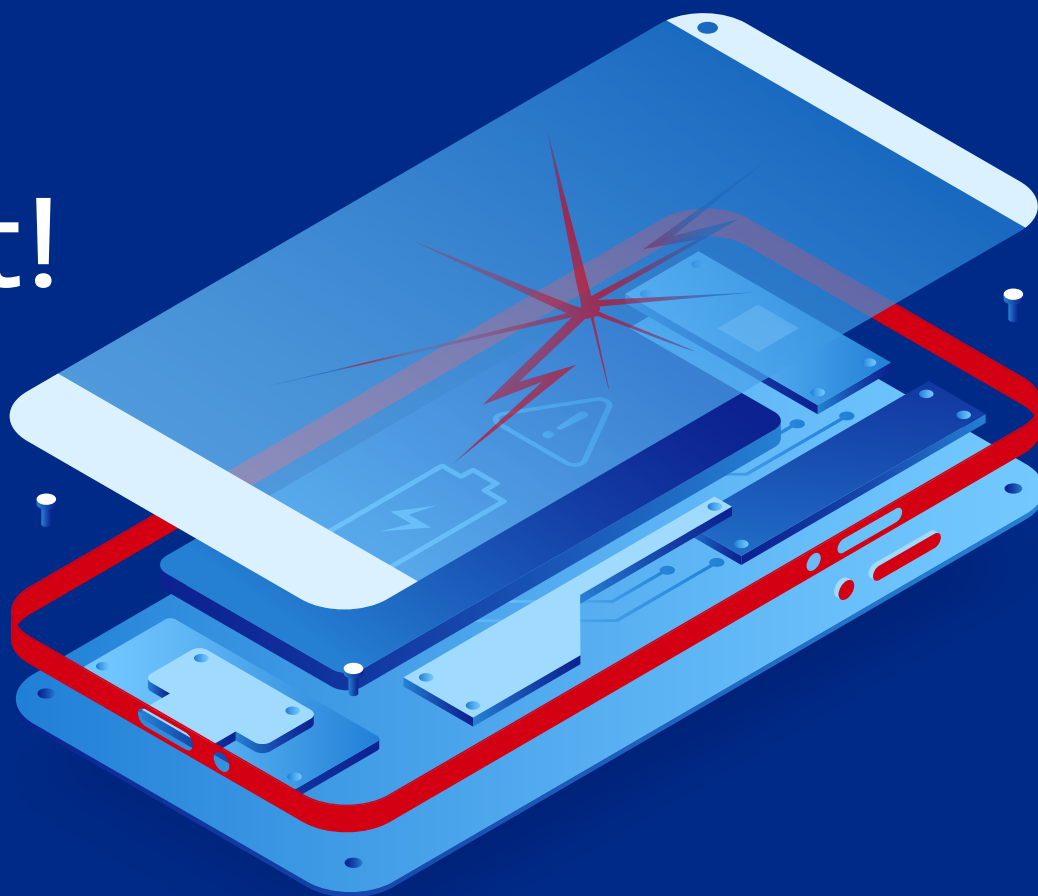


# Don't Drop That!

## Fulfilling Consumer Expectations of Robust Mobile Devices



### 84 million

Americans have had smartphone damage in the past year<sup>1</sup>.

### 45% of people

want a waterproof device with casing that protects against water damage<sup>2</sup>.

### 30% of users

break their phones during a 12 month period<sup>3</sup>.

Virtual prototyping helps ensure that new mobile device designs get to market faster.

Develop durable mobile phones able to withstand everyday life and activities.

Check out how simulation driven design can help to:

**Identify potential field failure**

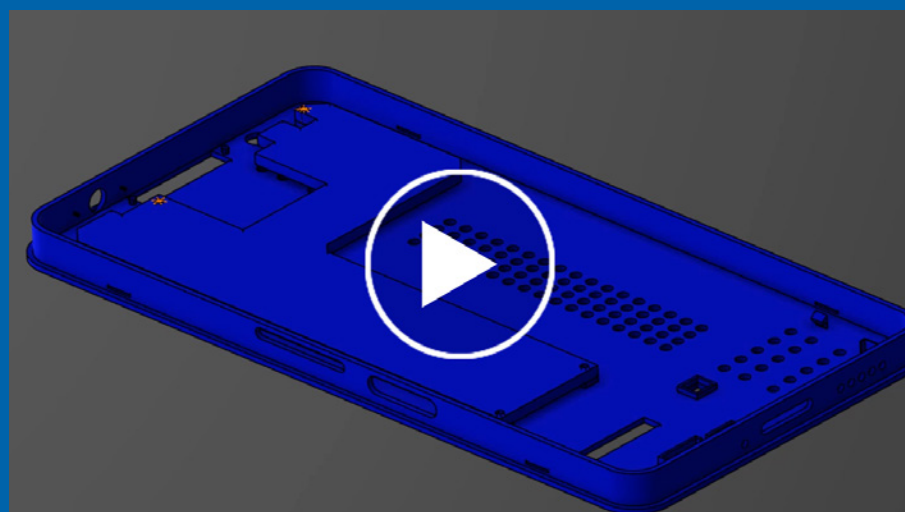
**Avoid warranty issues and negative impact on brand image**

## Top 4 Must-do Simulations for Robust Mobile Devices

### ① Assembly Stress

*Why do I need this?*

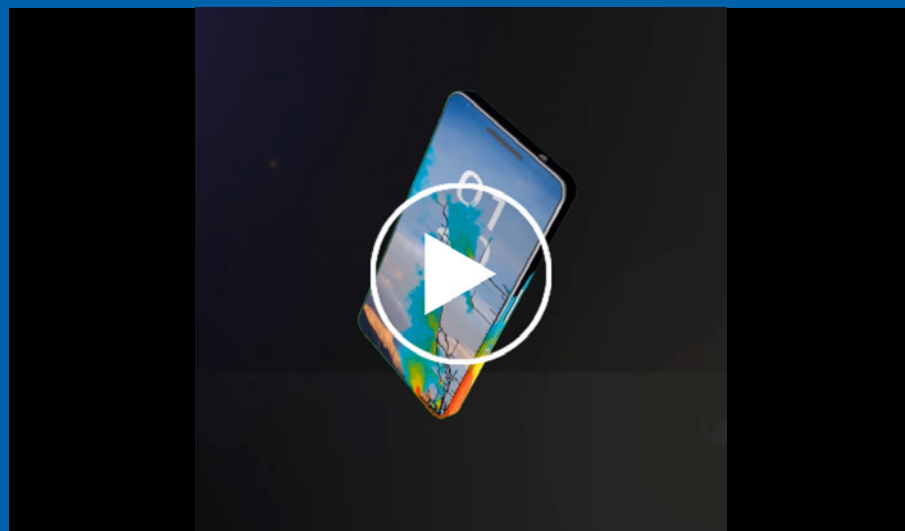
Stresses on a device can occur as early as the manufacturing stage and, if not accounted for, can result in early failures from drop.



### ② Drop Test

*Why do I need this?*

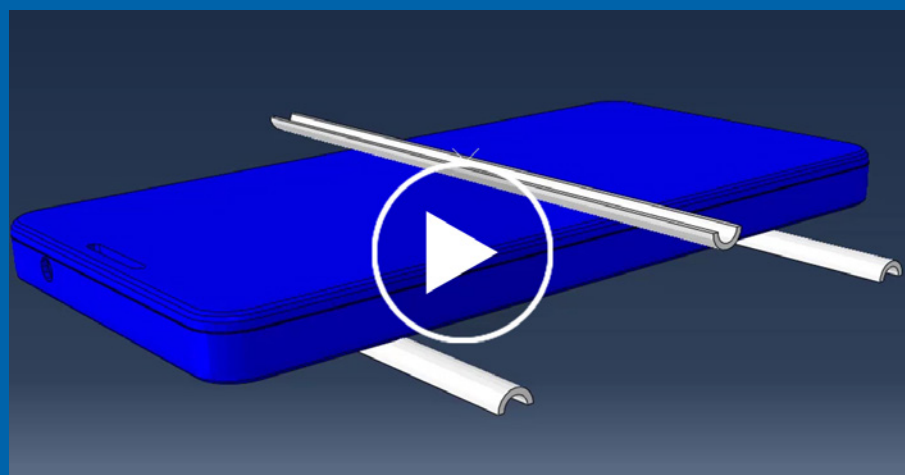
Devices are designed to be slim and lightweight but dropping the device can result in damage that can't be fixed.



### ③ Three-Point Bending

*Why do I need this?*

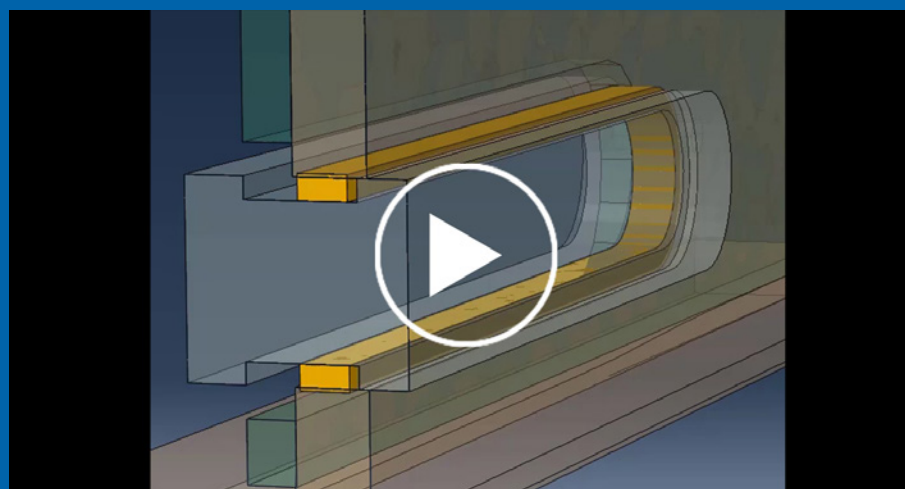
Devices can sustain damage from bending, especially when placed in a pocket or stepped on.



### ④ Water Resistance

*Why do I need this?*

Water damage can easily occur in devices, especially if the sealing capacity fails.



1 <https://www.prnewswire.com/news-releases/87-million-americans-have-had-smartphone-damage-in-the-past-year-301192544.html>

2 <https://de.statista.com/infografik/8173/das-smartphone-der-zukunft/>

3 <https://www.lifelinerepairs.com/blog/statistics-on-broken-iphones/>