



DR. RAOUL BADER

CHIEF TECHNOLOGY OFFICER AND MANAGING DIRECTOR AT CYBEX

Dr. Raoul Bader is Chief Technology Officer at CYBEX. After completing his training as a chef and confectioner, he studied physics and earned a PhD in biomolecular medicine. Before joining CYBEX in 2011, where he has now been part of the management team for 7 years, he worked for small electrical appliance manufacturer Braun and Leifheit, a provider of household products, among other companies.

Combining smart industrial design with innovative technology is what has always driven Dr. Raoul Bader. That is why he and his R&D team at CYBEX only want to develop products where lifestyle, design and technology combine to impress parents every day.

"Brilliant ideas are not created in the shower. Brilliant ideas are created when you ask the right questions," Dr. Raoul Bader, Chief Technology Officer at CYBEX.

Looking back, Dr. Raoul Bader has made collaboration with physicists a feature of every stage of his career. Physics as the art of approximation (simplification) aims at reducing complex facts to their essentials in order to make further predictions based on them. In his view, this focused approach to a problem is essential for any product development and is the basic prerequisite for outstanding and innovative industrial design.

And in its purest form, this approach was key to the development of the Anoris T i-Size. As far back as the founding of CYBEX, Martin Pos had the idea of developing a car seat with a built-in airbag - even though the technological possibilities some 17 years ago were still far behind those of today. The knowledge that only a car seat with an airbag could offer the best possible protection has driven the team to realize this project ever since.

In principle, the production of a car seat with a built-in airbag has been feasible for some time. Until now, however, corresponding model tests have been so complex and cost-intensive that they were impractical for the mass market. CYBEX has now achieved what no other manufacturer has been able to do so far. Even though the individual parts of the Anoris T i-Size have been reduced to a minimum, it convinces with its innovative and high-tech design, which makes it up to 50 percent safer than comparable seats. At the same time, it is the first car seat with a full-body airbag to be competitively priced, meaning that child safety doesn't have to be a luxury item.

"Innovation is the creative questioning of what exists through entrepreneurship," Dr. Raoul Bader.

This expresses CYBEX's innovation management, which always asks two questions: Is a product idea technologically feasible (and at what price) and is it relevant for consumers? The question of technological feasibility must be continuously asked and reviewed. However, if the second question is answered in the negative, then the idea is not pursued further.



According to Dr. Raoul Bader, in addition to having experts who will ask the right questions and have a high willingness to embrace change while maintaining curiosity, what is needed above all is an organization that believes in the team and in innovation. At CYBEX, as well as financial resources, the expert teams are given maximum trust and allowed room for maneuver. After all, it is this environment that makes technological innovations and product revolutions like the Anoris T i-Size possible.

"You don't need the right solutions, because the solutions themselves already exist. You need people who ask the right questions to come up with the solutions," Dr. Raoul Bader.

The continuous questioning of an issue until every option has been thought through is another distinctive feature of Dr. Raoul Bader's approach and way of thinking. Therefore, the development of new products at CYBEX follows the principle of "try and fail fast". Teams develop solutions and test them. If they fail, the approaches are either further developed or replaced by alternatives. This iterative approach enables the teams to incorporate previously gained knowledge into the ongoing development process and thus reach their goal more quickly.

The example of the e-PRIAM electric stroller from CYBEX illustrates how complex the development of an algorithm is. The special feature of this stroller is its e-drive, which helps parents push it thanks to its inbuilt sensors and engine. Of course it is true that the e-drive only kicks in when a human sets the stroller in motion and needs assistance. However, for this to happen the algorithm must understand how the human interacts with the stroller, both in and with the environment. These influences must be mapped accurately to provide the necessary support for the e-drive to function properly. And one of the key questions to be answered by the algorithm was: What kind of situations the support shouldn't be released?

Quotes

"Innovation is the creative questioning of what exists through entrepreneurship."

"Brilliant ideas don't happen in the shower. Brilliant ideas come from asking the right questions."

"You don't need the right solutions, because the solutions themselves already exist. It takes people asking the right questions to come up with the solutions."

"For a daily smile: The customer must feel happy every day to have purchased exactly this product - that is our goal at CYBEX."

"In product development, you have to know that a product will work and have the freedom from the company or entrepreneur to implement something."

For more information: www.cybex-online.com/de and www.cybex-online.com/newsroom

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