



Daniel Fletcher

Portfolio 2024

Product Development Specialist
Airsound Inventor

I specialise in guiding product development by collaborating with manufacturing partners and cross functional teams to craft audio products that excel in the way they look, sound and feel to the end User.

With a keen focus on audio performance, innovation and practicality, I possess a refined skill set for transforming bespoke product designs into high-quality, cost-effective mass-produced solutions.

As a product development consultant, I connect, organise, motivate and inspire teams to drive projects forwards and deliver success.



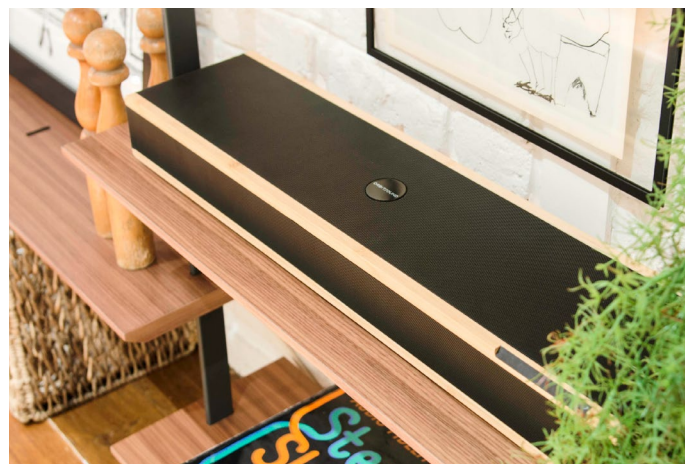
Roberts

Head of Product, 2020-2024



**Morphy
Richards**

Head of Product, 2022



ORBITSOUND

Product Director, 2011-2019

Roberts



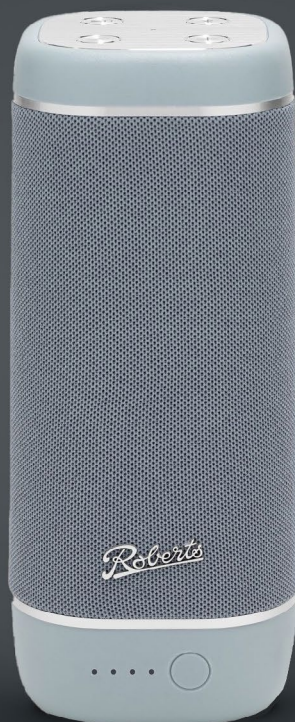
Revival Icon
DAB, FM, Alexa Voice



Forté
+2.1 Audio System



Reunion BT



2023 & 2024

A powerful and compact waterproof Bluetooth speaker with broadcast mode.

Roberts



2022 Roberts Zen & Zen+

The Roberts Zen is a custom developed high quality bedside radio product designed from concept with unique features, beautiful acoustics, custom UI and low cost.



2023 Play 11 & FM

The Play 11 and Play FM updates a lower cost product with new aesthetics and achieves a lower manufactured cost.

2022 Roberts Rambler Mini

The Rambler Mini takes Roberts' iconic look & feel and miniaturises it, resulting in significant feature uplift and cost reduction.



Bedrock Floorcare Range

Morphy Richards

To be introduced in Australia and parts of Europe, the project 'Bedrock' is a series of customisations to sourced products and developments to UI, filtration and acoustic improvements.



2021 Roberts Revival Petite

The Revival Petite has been a phenomenally successful product in the UK and Western Europe.

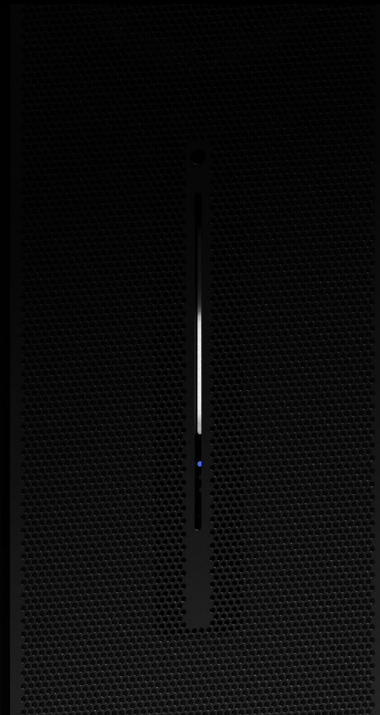
Air D1

2020



A relentless quest to create the purest audio experience to date. The Air D1 showcases Airsound and unique analogue transconductance amplifiers that virtually eliminate harmonic distortion by using feedback from the drivers' motions.

- Project Lead
- Acoustic Design
- DSP Design
- UI Design



Airsound Dock E30



Best Design Awards Winner 2018

2019
An acoustically superb all-in-one WiFi speaker that showcases sophisticated Airsound technology.

- Project Lead
- Product and UI Concept
- Acoustic, Electronic, DSP Design

FINANCIAL TIMES
how to spend it

Orbitsound have a brilliant technology up their sleeve...
The E30 is really special.
Jonathan Margolis, FT, 2018



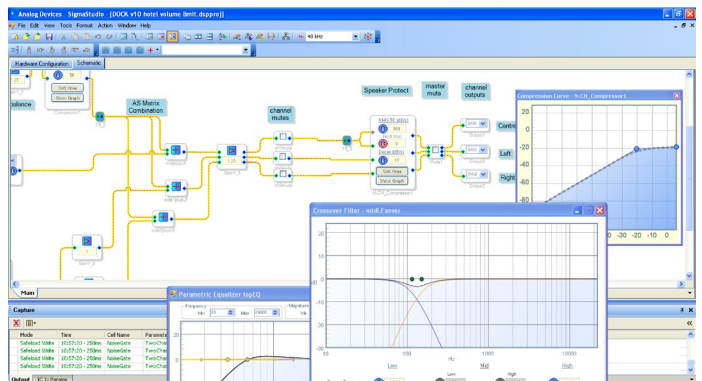
Working in China on UI / Bluetooth bugtracing



Production line process design in China



Mark Knopfler band interviews talking about the Dock E30 (Dropbox link) [\[video\]](#)



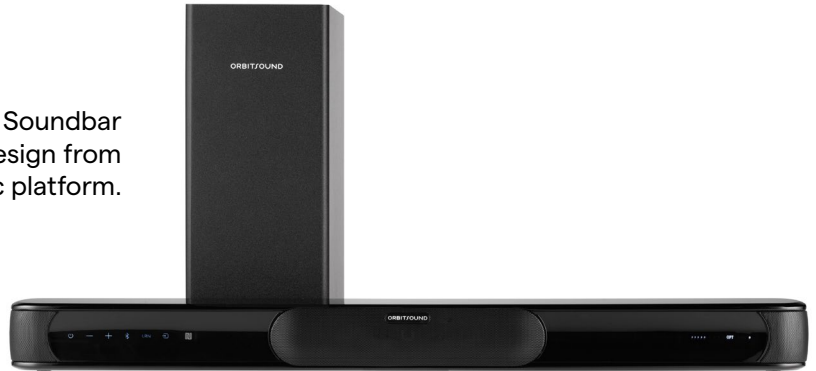
DSP design using SigmaStudio (ST Microelectronics)

Older Consumer Products



2017 - ONE P70w
The first Orbitsound product that featured WiFi and features such as AirPlay and Spotify Connect. Features an integrated subwoofer and unique internal audio design.

2015 - A70 Soundbar
A project that incorporated industrial design from the USA and the Airsound acoustic platform.



2014 - SPACED360
Bespoke including unique driver design. My input was conceiving, acoustic design, tuning, patenting and UI. Manufacturing partner based in Belgium / China.

2013 - M Series
Updating the T series of soundbars, this project utilised the then new wireless Bluetooth technology and a local wireless subwoofer connection.

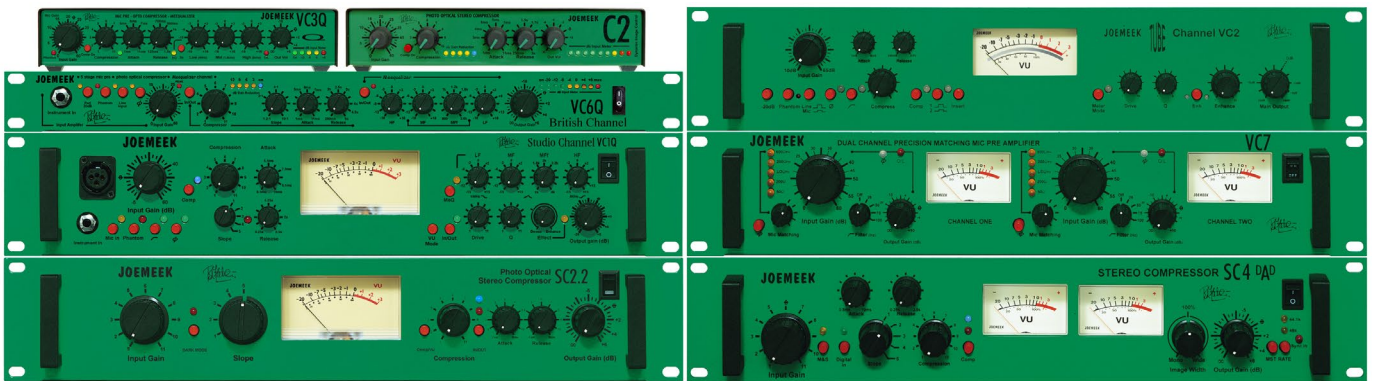


2012 - Soundbase SB60
The SB60 produces incredible bass power from a single compact unit. Basic feature set for TV sound reinforcement.

2011 - T Series 'v3'
My first project working with manufacturers in China, sourcing included a tour and manufacturer selection process.

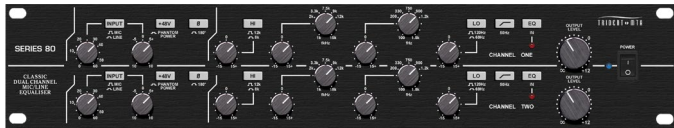


Professional Audio



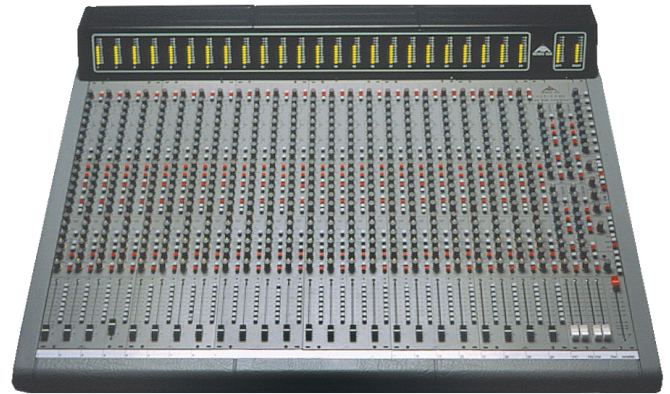
1999-2009 - JOEMEERK

A range of popular audio equipment designed and manufactured in a small factory in Torquay, England. The VC3Q was eventually sub contracted to China.



2003 - Trident-MTA

JOEMEERK acquired MTA and constructed a few examples of the 928 analogue mixing console.



The distinctive sound of JOEMEERK products has created more than one spin off company who still make many of the designs today.



JOEMEERK equipment was used by many top artists, including: Beck, Black Crowes, Bryan Adams, David Bowie, Dire Straits, Green Day, Hootie and the Blowfish, INXS, Lisa Stansfield, Lou Reed, Oasis, Orbital, Paul Weller, Peter Gabriel, Placebo, Prodigy, Pulp, Queensryche, Rancid, Robbie Williams, Rod Stewart, Rolling Stones, Sheryl Crow, Take That, Tina Turner, and many many more.

Mark Knopfler (Dire Straits) and engineer Chuck Ainlay using JOEMEERK products in the early 00s. I worked on the electronic design, metalwork, silkscreen and documentation of these products.