

01 BRANDING DECK · CONCEPT STUDY

SEAM

Mind the seam.

A VR HEADSET WITH A MECHANICAL IRIS · 09.09

Strategized & Crafted by New Creative Design →

A headset that is a passage, *built with an engineer's honesty.*

SEAM is not an escape hatch. It is a doorway you can see working: a mechanical iris on the front of the headset that physically opens when you step through.

The signature A mechanical iris ring on the front, titanium blades, opening for real.	The date 09.09. The seam opens. Brand mythology, held as a date without a year.	The stance Not an escape. An exit.
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03 THE PRODUCT

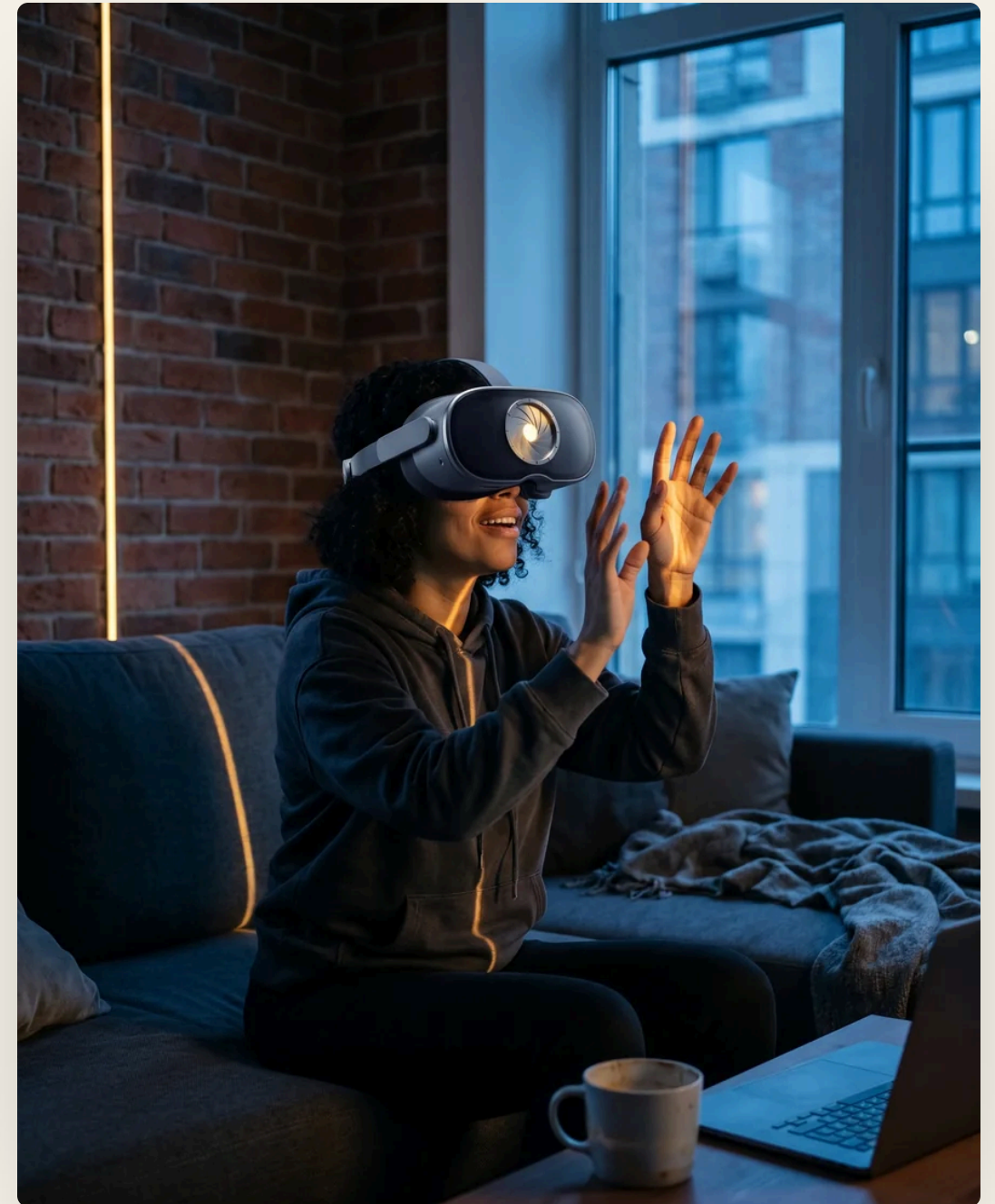
The product *as a doorway.*

Mind the seam. The headset floats, the iris sits half open, and a single line of light marks the seam. The iris is the only warm thing in the frame.

04 IN LIFE

The ordinary room, *the extraordinary light.*

A brick wall, a sofa, a laptop and a mug. Headset on, hands reaching, and the iris is the only warm light in the room. A wear shot that stays in the apartment.



Blue-black room, *one gold seam.*



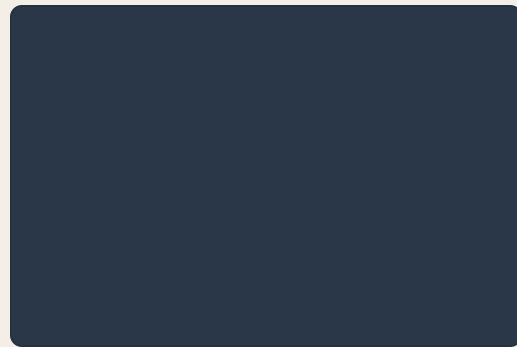
Typical share of a layout. The gold is used once per layout.



Blue-black

#0B1220

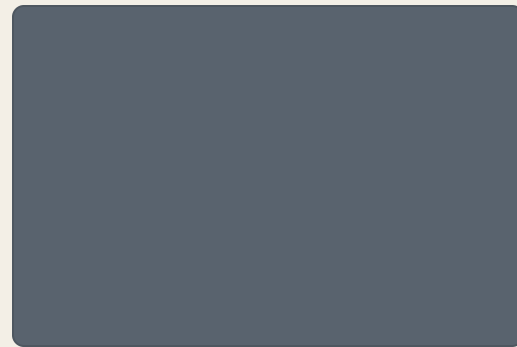
The room. Backgrounds, the dark of the lens.



Slate

#2A3748

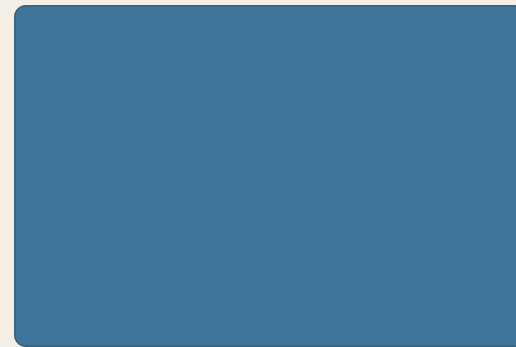
Chassis and surfaces.



Steel

#59636E

Metal, interface text, hairlines.



Window blue

#3F759C

Daylight through the glass. Secondary accent.



Iris gold

#F2B04A

The iris and the seam. Once per layout.

A precise face for the mark, *a plain one for the words.*

WORDMARK AND DISPLAY

SEAM
09.09

IBM Plex Mono · Medium 500

Open Font License. The wordmark is set wide, uppercase, with numerals in the same face.

BODY

Aa 115°

Bricolage Grotesque · 400 to 600

Open Font License. Headlines, spec copy and interface labels.

Dual micro-OLED, eye-tracked varifocal, motorised IPD.
Written like a data sheet, because it is one.

Precise, dry, *confident*. No hype words.

Mind the seam.

TAGLINE

Not an escape. An exit.

ALT LINE

115° field of view.
Eye-tracked varifocal.
Repairable.

A SPEC LINE, SAID PLAINLY

- Precise
- Dry
- Confident
- Numbers over adjectives
- No hype words

Specified like *an instrument.*

Display	Dual micro-OLED, 3.8K × 3.8K per eye	Field of view	About 115°
Optics	Eye-tracked varifocal, motorised IPD	Prescription	Magnetic prescription inserts
Weight	190 g front unit, hot-swap rear counterweight	Thermals	Vapour chamber
Passthrough	Colour, under 12 ms	Software	OpenXR first
Repair	Repairable by design	Privacy	Hardware privacy switch
Chassis	CNC magnesium, ceramic-glass front	Iris and interface	Titanium iris blades, merino and vegan-leather interface

Fictional specification for a concept study. No product exists.

Four finishes, *and a part list you can change.*

Slate	The default. Blue-black and steel.	Bone	A pale chassis for bright rooms.
Ultraviolet	The loud one. Still one gold iris.	09.09 Edition	Numbered. Translucent chassis, brass iris.
Faceplates	Magnetic, with open CAD files.	Straps	Strap variants for every head and every hour.
Iris finishes	Swappable iris finishes.	Engraving	The owner’s own fold coordinates, engraved.

Mind the seam.

Concept study, AI-assisted imagery. Not a client project.

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