

Fusing hand-made style with digital technology

Plunge Audio successfully moved from a traditional manual workflow to a complete 3D scan, design and print digital process, yet keeping the unique character of the end product.

Plunge audio

In ear monitors and molds

About Plunge Audio

Plunge Audio was founded in 2005 by a professional musician Simon Fisk. The company produces a varied number of custom earmoulds and shells, specializes in developing in-ear monitor audio products for performing artists, people with impaired hearing and other client groups in need of customized earmoulds and shells. Simon Fisk has his own “true sound” philosophy that inspired the foundation of the whole unique approach to modelling hearing instruments.

www.plungeaudio.com

Key selection criteria:

- Easy to learn
- Digital workflow
- Simplify order remakes
- Complete modelling freedom
- Scalable and visible manufacturing

ROI at a glance

- Consistent high quality
- Improved design quality
- Faster production
- Digitalization of the process

The Challenge

When Plunge Audio orders started to grow, Simon Fisk immediately saw a need for additional employees to keep up with production. At that time their workflow was performed manually, so finding employees with hearing aid experience was problematic. What is more, Simon was still performing and recording his music, so he needed technology that could be managed while away on tour. Therefore, he started looking for ways to decrease production time and increase time spent with his music. These challenges lead Simon to a digital process of 3D scanning and 3D modelling and 3D printing. Simon wanted a system that would be easy to learn and use, and one that would work well for him and for future employees. Simon Fisk now focuses on searching more computer-skilled candidates, who are much easier to find and are able to produce results with shorter training times.

The Solution

Simon purchased the 3Shape “Start-up Package” consisting of the H600 3D ear impression scanner, EarMouldDesigner, ShellDesigner and CAM-Bridge printing software. The H600 3D scanner allowed him to create a digital library for his clients and deliver remakes with higher accuracy. Plunge Audio used the 3Shape ShellDesigner software for modelling shells, and 3Shape EarMouldDesigner for modelling earmoulds. Simon easily and quickly manages the printing of his products with the help of the 3Shape CAMBridge automatic manufacturing software. The Envision TEC 3D printer was Plunge Audio’s choice for manufacturing.

After only two days of training from 3Shape, the company had successfully converted from a manual production to an efficient scan, model and print digital workflow.





With 3Shape Plunge Audio completely moved to the 3D printing and design. Seamlessly working hardware and tremendously intuitive software together with the brilliant professional support from 3Shape staff caused the best results in fit, seal and comfort we have ever gotten. As a professional musician touring all over the world now I can design monitors on the road and email them back. What is more, 3Shape enabled me to hire and train employees in quite a short time due to the user-friendly software. The accuracy of modelling software and printing allowed us to produce such a sophisticated design that was almost impossible to recreate manually. We are now able to present this fantastic product to our customers being on the edge of the in-ear monitor industry. Our business has grown exponentially and choosing 3Shape can be named the most valuable investment in our company in ten years.



Simon Fisk, Plunge Audio

About 3Shape A/S

3Shape creates 3D scanning and CAD/CAM software solutions. Award-winning technology that enables dental and hearing professionals to treat more people, more effectively and with improved care. A privately-owned company, 3Shape has over 780 employees with a product-development force of more than 275 professionals. Offices and service centers located in the Americas, Asia and Europe serve customers in more than 100 countries. Company headquarters are in Copenhagen, Denmark.

www.3shape.com.

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The Result

The all-digital solution with 3Shape's scanner and software inspired Simon to build a new business network of hearing clinics in his area. That would allow Plunge Audio collaborate with other hearing aid technicians on creation hearing instruments for a larger number of clients. The orders kept pouring in and even with a 300% increase of orders, the 3Shape system allowed Plunge Audio to deliver on time with even better accuracy and control over details. The digital process not only contributed to the quality of the final products, but also let Simon maintain his uniqueness and customized feel of Plunge Audio's products.

