

Creative Solutions, *Rotite* and the Fourth Industrial Revolution

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Rotite: is a unique / mechanical connection technology, embodied by the expedited development of 3D printing with user input. The paper provides empirical insight into the significance of velocity, scope and systems impact, on *Rotite*'s businesses product development and visions of the future.



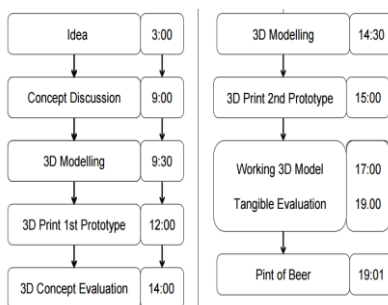
Future Challenges for Manufacturing:

When compared with previous industrial revolutions, the Fourth is evolving at an exponential rather than a linear pace. Of particular interest for this study is that it also challenges those conceptual foundations associated with: velocity, scope, and systems impact.



Velocity:

"Describing how from a 3am brain wave the final product prototype version 2 exploded and by 5pm the same day a new business product".



Scope: For this company drawing on and leveraging existing industrial networks also lead to exponential growth of their brand.

Furthermore, now the mechanical product can be manufactured in a variety of materials and manufacturing processes, the applications for creative solutions for business and society are limitless. The company itself is unable to simply conceive where the innovation will go (at this moment in time).

Systems Impact:

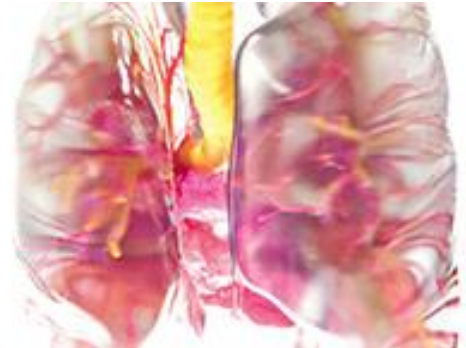
the innovation has provided a simple solution to a breadth of mechanical and engineering problems. *Rotite*'s product has been described as "an elegant, simple but practical solution that was so obvious that it should have been made 200 years ago". However, this product and the solution itself could not have emerged without digital manufacturing.

Findings:

Creative solutions and the contemporary context of networked thinking, sharing and motivating are fostering a generative capacity and changing

- societal
- Business
- innovative potential

Varying Materials can now be used in Manufacturing- 3D printed lungs



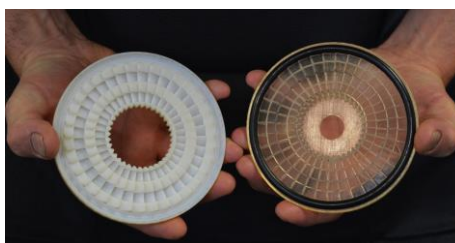
From a complex design to a simple one with the aid of algorithms.

Conclusion:

When looking beyond Industry 4.0 it is important to remember the combination of **complexity** and **simplicity** because they continue disrupt the mechanical engineering industry in the UK. As to predictions choose to abstain.

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Product Solution:

Rotite's product has been described as "an elegant, simple but practical solution that was so obvious that it should have been made 200 years ago". However, this product and the solution itself could not have emerged without digital manufacturing.

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