The IMERJ Dual-Screen PHone

Designing a Dual-Screen Phone - The IMERJ Experience

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Design(er) Leader at Parspec // Founder of Thinkable // Near-Futurist

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Designing Disruptive Products

Ideas are easy. Execution is hard. The journey is my calling.

No single project has ever completely engrossed my life, and pushed my capabilities to the extreme. I have never been on a project where I started off as the sole designer to conceptualize and create the vision for a product, and then create build, lead, inspire a world class design team.

The Imerj Dual screen phone was the project of a lifetime. My role? "Vision" Designer, Thought Leader, Conceptual Designer, Product Design Director, UX Manager - not sure what I would call myself, but all of the above starts to paint a picture.

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Serendipitous Start

In June 2008 I joined Flex. I found the gig on craigslist. They were looking for a GUI designer, and I needed to get out of a bad design gig. In 2008 most people didn't use the word GUI anymore to describe UX professionals. I knew I was dealing with an old school shop.

Flex had a small group of folks that were looking for someone to help create GUI's for test automation software. Sounds exciting right? Well that wasn't why I went. They also were looking for help on Notebook Innovations. That caught my eye.

How I ended up in this gig, still baffles me

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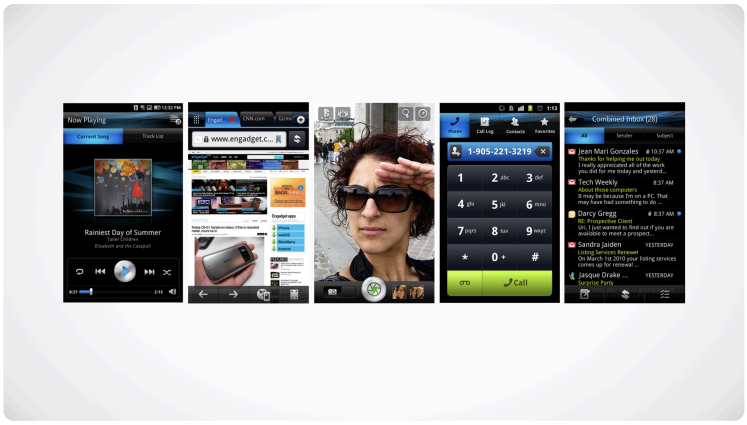

Can a Smartphone be the Only Computer you Need?

This question started a project that would change the course of my life. It would change how I designed, and how I saw myself, and how I worked with those

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around me. This project was in all aspects a successful product design, but a market failure. It was too early and the business didn't hold up.

This was the question that started off on an ambitious design, of a single computing platform, that spanned multiple screens, and multiple OS's, seamlessly across multi-devices.

This project pushed me to my limits, changed me in good ways, and in not-so-good-ways. (Its taken a few years to turn the not-so-good ways 'off').

Over a 100 granted patents, and 300 applications later, I feel like I'm finally off the ride.

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Zhang Yali • 3rd+ 6y
Director & Principle Engineer

Too much ahead of market

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Sun XiaoFei (Alfie) • 3rd+ 6y
Wireless Design at Apple

Till now, I still don't know why this project was cancelled. What a pity!!

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Michael D. • 3rd+ 6y
QA SDET | Connectivity Testing Expert

This was such a neat project to be a part of. Imerj was way ahead of the dual display game. Was too bad it didn't really see the light of day. Still look at the Engadget article every now and then for nostalgia's sake.

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James Seng • 3rd+ 6y
"For if you forgive other people when they sin against you, your heavenly...

Sometimes you have to be patient :-)

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Nathan Silberman • 3rd+ 6y
Executive and Leading Edge Wireless/RF Expert

One of the most Exciting and challenging products I ever worked on. Unfortunately we were way ahead of the world with bright great vision and amazing execution. The product worked, the world was not ready for it.

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Charles (Ed) Becze • 3rd+ 6y
Managing Partner and CoFounder of Pegmatis Inc.

Sanj - an excellent synopsis of that very difficult journey. We struggled to create something special - light years ahead of its time - with very little apprehension on the personal impact. I think we can all say we are much smarter today than back in the day! I do know one thing - those that are talented always will be talented - and I had the pleasure of meetinç ...more

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Charles (Ed) Becze • 3rd+ 6y
Managing Partner and CoFounder of Pegmatis Inc.

Sanj. Totally agree. That was my first expedition into true end to end product development where you simply had to "own" everything. I have to admit I was apprehensive at first. But - I suppose you never know what great things you can do unless you try. For me - the phone was only a useless gadget - but the experience and the ...more

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Eric Lazam • 3rd+ 6y
Software Developer in Test Lead at Caseware International Inc.

That was by far the most exciting project I've ever worked on! Dual-screen phone TEN + years ago!

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Concetta (Connie) Cuomo • 3rd+ 6y
Business Analyst - Charter - Spectrun

Now that is progress. Kshitish Soman

Like · 1 | Reply

Mo Selim • 3rd+ 6y
Head of Design at Google

Best project that I've ever had the privilege to work on. Thank you Sanj for allowing me to be a part of it.

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Sanjiv Sirpal Author 6y
Design(er) Leader at Parspec // Founder of Thinkable // Near-Futurist

Mo Selim Thank you for being a huge part of that project.

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Rick Stomphorst • 3rd+ 6y
Helping Tech and non-tech companies with their complex staffing needs, ...

I held a working model of this phone last month at Silicon Halton's IoT peer2peer meeting. I was impressed then and would have doubly-impressed had I had the opportunity to hold it when it was developed ~10 years ago - ahead of it's time. Triple-impressed that it was designed locally by smart people here! Well done. ...more

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Sanjiv Sirpal

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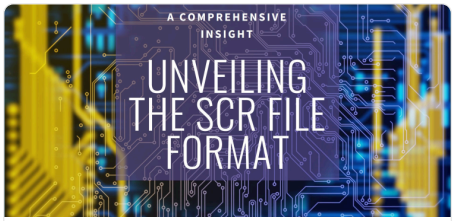

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Aniruddhsinh Rathod

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