



Alpine Labs Case Study



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Kickstart Groundbreaking Technology

Alpine Labs of Boulder, Colorado has this crazy notion that high quality, timelapse photography gear should be accessible to everyone with a passion for the art form. After their first crowdfunded venture [Radian](#) was a big success, Alpine Labs joined forces with Vivo Labs to create user-inspired timelapse devices for both novices and experts.

With its new product, [Pulse](#), Alpine Labs delivers unprecedented control over your timelapse photography gear remotely, from your phone. 12,262 backers pledged over 2,000% of the Kickstarter campaign goal—that's \$1,110,820—to make Pulse a reality.

Stephen Hibbs is Chief Technology Officer and Lead Engineer at Alpine. His job: Take Pulse from concept to production. "Our product challenges are pretty straightforward," said Hibbs. "Work fast, work smart, and don't make costly mistakes."

Team Effort Demands Reliable Partners

"There's no room for error when you're manufacturing a new product with crowdfunding," said Hibbs. Choosing the right partner for product development and manufacture ranks among his most critical decisions.

"The Sunstone ordering and quoting process is very straightforward, and delivery timelines are reliable," said Hibbs. "This is extremely helpful when trying to do early stage iterations."

Sunstone Circuits® proved to be the ideal PCB partner for Alpine Labs, especially early in each new product development cycle. Full functionality was the rule, not the exception. “The boards always came back functioning as intended,” said Hibbs.

“Straightforward ordering and reliable delivery timelines make early stage product development run more smoothly. We iterate faster with the help of Sunstone,” said Hibbs.

PCBExpress® and ValueProto® —Fast, Affordable, and Dependable
Offering lead times as short as 24 hours, Sunstone’s [PCBExpress Quickturn](#) is an affordable method for getting 2 to 6-layer boards in a hurry. When time is not as tight, [ValueProto](#) provides cost-effective 5-day lead times on low volume orders—perfect for a product development team testing design functionality.

“We depend on these services early in the product development process due to their low cost and the easy ordering system,” said Hibbs.

Accelerated, Cost-Effective Iteration Drives Product Development

Alpine Labs can accelerate development of specific components for a product,



because design iterations take less time and don’t add as much to overall product cost. “We find issues very early in the design process, and we find them faster,” said Hibbs.

Sunstone made it possible for Hibbs and his team to take chances, iterate quickly, and develop products out of the gate that users would find valuable. They avoided the trap engineers can find themselves in; trying to predict functionality without feedback, terrorized by a ticking clock.

“Sunstone saves us time and money at the outset and that makes things easier later on when we are doing more refined builds,” said Hibbs.

Backup When You Need It

“We use Sunstone PCBs in all of our products, including test fixture boards and debug boards. I also use Sunstone for all of my personal projects.”

- Stephen Hibbs, Chief Technology Officer and Lead Engineer at Alpine Labs

“When we are moving quickly on a new product, we sometimes submit designs that reflect the pace,” said Hibbs.

No one is perfect and neither is every design. Making improvements to a design before manufacture is another way to iterate more quickly. “A Sunstone technician gave me a call and helped me out with one of my designs, even though it was a ValueProto order,” said Hibbs.

ValueProto orders are supposed to be about speed, but Sunstone maintains focus on ensuring design for manufacturability. “I appreciate knowing that someone’s looking over my shoulder even though I’m not ordering ten thousand of something,” said Hibbs.

A Partner You Can Rely Upon

“Working with Sunstone is incredibly easy,” said Hibbs. And when push comes to shove, that’s what it’s all about.



Quality timelapse photography was previously reserved for professionals with the right equipment. Expensive equipment. Now, it’s affordable and easy for even a novice to create a timelapse masterpiece.

“The product development process has only gotten better,” said Hibbs. “I really appreciate being contacted when issues arise with my file submissions.”

Fast, reliable, proactive. That’s what Sunstone offers Alpine Labs. Put the best timelapse photography gear in the hands of those who want it, regardless of skill level.

“Every order I’ve made has turned out well,” said Hibbs. “Your tagline about having the easiest way to order boards is absolutely true, and it’s one of the main reasons we keep coming back.”