

Contents

Company News _____	1
Leading Institute in China Incorporates Siemens PLM Software's Solutions into its Curriculum _____	1
Onesia's Photo-Realistic Real Time Solutions for Design and Visualization Move Across the Atlantic _____	2
Siemens PLM Software Creates New Operating Region, Appoints Leader _____	3
Implementation Investments _____	3
Domain Systems Announces Successful Go-Live at ADC _____	3
Indian Fashion Goes 3D _____	4
Simulation Helps Philips Overcome Thermal Challenges of Ambient Light TV Technology _____	4
Product News _____	5
Nemetschek North America Releases Spanish-language Vectorworks 2009 _____	5
NRX Asset Hub 5.0 Delivers Compelling Value for all Asset Information Management (AIM) Stakeholders _____	6

Company News

Leading Institute in China Incorporates Siemens PLM Software's Solutions into its Curriculum

22 December 2008

Siemens PLM Software announced the inclusion of its latest Teamcenter® and synchronous technology-embedded NX™ solutions as part of Yancheng Institute of Technology's (YCIT) teaching curriculum for its UGS College.

Siemens PLM Software (formerly known as UGS) selected YCIT to establish the UGS College in September 2005 as part of its GO PLM™ Program, a community involvement initiative focused on academic partnerships, regional productivity, youth and displaced worker development.

To mark the success of this program, UGS College, which primarily focuses on engineering, expanded its existing curriculum in October 2008, to include new installations of Siemens PLM Software's synchronous technology-embedded NX and Teamcenter solutions.

More than 100 undergraduates who are currently enrolled in UGS College are trained specifically in the areas of engineering applications, advanced CAX software and the analysis and manufacturing of 3D digital products, to meet the demand for such talents from manufacturing industries both in China and across the globe.

"YCIT is honored to have worked with Siemens PLM Software over the years and we value this partnership," said Liu Defang, deputy dean of UGS College from Yancheng Institute of Technology. "The establishment of UGS College helped to expand YCIT's teaching capabilities and offerings, and the newly revised curriculum to include proficiency training in Siemens PLM Software's NX and Teamcenter solutions will most certainly raise our students' competitive edge in the job market. Moving forward, we are excited about further strengthening our relationship with Siemens PLM Software to explore how we can achieve greater success."

"Through the establishment of the UGS College, Siemens PLM Software hopes to cultivate graduates with the right skills to meet the increasing demands of the manufacturing industry," said Hulas King,

CIMdata PLM Industry Summary

director, Global Community Relations and GO PLM Programs, Siemens PLM Software. “As the leading global provider of product lifecycle management products and services, Siemens PLM Software is committed to training the next generation of engineers by better equipping them with the skills needed to further weave PLM technology into the fabric of China’s workforce.”

For more information on GO PLM and the partners and programs it supports, visit <http://www.siemens.com/partners/goplms>.

 [Click here to return to Contents](#)

Onesia’s Photo-Realistic Real Time Solutions for Design and Visualization Move Across the Atlantic

December 2008

In September 2008, Onesia’s American subsidiary was created, building on the success met by the company at the WWDC meeting, organized by Apple last June in San Francisco, California.

David Biau, co-founder and director of Onesia at this time relates: “Participating in this conference has allowed us, not only to measure all the potential of the US market, but also to meet people who showed great interest in creating a subsidiary office and distributing our products. Christian Pineau and JD Savelli, respectively Chairman and VP Sales & Marketing, are in charge of the project and will be the ambassadors of Orealia software solution to American CAD and design stakeholders”.

Onesia Inc, a subsidiary of Onesia, is based in Los Gatos, California. It is headed by a board of advisors made up of 4 people, including Jon Peddie, chairman of Jon Peddie Research, a multimedia and CAD development consulting firm.

As in France, Onesia’s targets in the US are companies for whom it is essential to have instantaneous results while working on the esthetics, the design and the materials of a product. Designers as well as marketing, sales and communication departments are our first customers.

Says David Biau: “We were impressed by the maturity of the American market. Industrialists are very well aware of what photo-realistic real time software solutions can offer them. The use of 3D CAD is common and switching to digital models seems to be the natural thing to do. Moreover, the publishers of CAD solutions we are interested in working with are mostly American. Having an office in the US allows us to be in close contact with the realities and the stakeholders of this market”.

Since its creation, Onesia Inc has contacted a number of publishers of design and CAD software, and is studying a possible collaboration with some of them to offer 3D bundles that would provide interactive photo-realistic restitution. Furthermore, our office relies on a specialized distribution network that is aimed at all those who wish to use a 3D virtual prototype to save time and be more efficient. Novedge, one of the most renowned retailers of design software has shown interest in Orealia and has recently signed a contract to distribute the products of Onesia Inc.

David Biau concludes: “Our recent contacts have given us confidence when it comes to deploying our Orealia software solution onto the American market. Many industrialists, manufacturers, equipment makers, as well as many independent design studios are ready to invest into a solution that would allow them to visualize various shapes, textures or ambient easily and interactively, thus being able to study various ranges of products prior to launching a project. They are already convinced of the savings resulting from not using physical prototypes and of the positive feedback they can obtain from their customers when these are shown a model that is alive, scripted in real time and in a photo-realistic environment”.

CIMdata PLM Industry Summary

For more information on Onesia go to: <http://www.onesia.fr>.

 [Click here to return to Contents](#)

Siemens PLM Software Creates New Operating Region, Appoints Leader

22 December 2008

Siemens PLM Software announced the appointment of Steffen Buchwald as vice president in charge of a reorganized operating region which now includes Czech Republic and Poland along with Switzerland and Austria. In addition Daniel Sengstag was appointed as the new country manager for Switzerland.

“The goal is to maintain the successful growth in Switzerland and Austria while at the same time opening up the excellent development potential in the Czech Republic and Poland,” said Buchwald. “With the expanded scope there are opportunities to establish successful sales strategies in the East European countries and create the foundation for sustainable business success.”

Steffen Buchwald has served Siemens PLM Software since 2000 and has been the vice president for Switzerland and Austria since 2006. He earned a Masters Degree in Mechanical Engineering from the Technical University of Magdeburg.

Daniel Sengstag has served Siemens PLM Software Switzerland since 2000 and has led the Professional Services department there since 2004, contributing to the success of the Swiss subsidiary. Daniel Sengstag is a graduate mechanical engineer and has successfully completed an executive Master of Business Administration.

Christoph Renker succeeds Sengstag as the director of Professional Services. He has been employed in the company for more than 10 years and has successfully supported the area of Professional Services during this time.

For more information about Siemens PLM Software please visit <http://www.siemens-plm.ch>.

 [Click here to return to Contents](#)

Implementation Investments

Domain Systems Announces Successful Go-Live at ADC

4 December 2008

Domain Systems, Inc announced the successful completion of a major data merger and upgrade between [ADC](#) and LGC Wireless.

[Domain](#) consultants and integration specialists took LGC Wireless from Agile Advantage to 9.2.2.4 and ADC from Agile version 8 to 9.2.2.4, then merged the two together. Domain was then able to implement Agile Product Governance and Compliance (PG&C) and Domain SAP Integration.

“This is probably the first time anyone has undertaken upgrading from Agile Advantage, Agile’s old SMEsolution, to Agile Enterprise PLM along with a data merger with another Agile Instance all at the same time” said David Bartlett, Vice President of Domain’s Professional Services Group.

Domain also replaced ADC’s legacy SAP to Agile ERP solution with Domain’s Agile to SAP Exchange Infrastructure (NetWeaver) adapter.

CIMdata PLM Industry Summary

“Domain continues to stand out as the leading Partner for Oracle’s Agile PLM. We provide what no other Oracle Agile Systems Integrator can offer. Some Partners can provide Agile Advantage expertise while some provide only Agile 9 expertise, but with our PG&C experience and a tried and true SAP integration on top of both of those at a price customers can afford, Domain is simply unparalleled.”
Randy Pettit, President, Domain Systems, Inc.

 [Click here to return to Contents](#)

Indian Fashion Goes 3D

18 December 2008

OptiTex has now partnered with Chennai, India-based fashion label eShakti to improve design and production of their clothing lines. eShakti is a brand that sells only to the American market. The company also has another label, Zapelle, that has been launched in India recently as <http://www.zapelle.com> and also as a physical store in Chennai with custom-styling capabilities.

eShakti, the only women's apparel designer in the world with online custom-styling, offers customers individually designed pieces influenced by Indian cuts and prints. Designers at eShakti can now maximize productivity by designing pieces in real time resulting in speed to market time and minimizing fabric waste. “By integrating OptiTex 2D and 3D design software, we have significantly reduced out pattern making and sampling time,” Says B G Krishnan, CEO of eShakti.. “This change has doubled eShakti’s productivity. Such an increase is impressive in the fashion industry.”

"The OptiTex presence in the Indian fashion market is expanding. Fashion companies realize the production and financial incentive to use this innovative software," remarks Saar Machtinger, Director of OptiTex India. “The OptiTex technology delivers a time and cost effective solution bringing Indian fashion into the forefront with more advanced technologies.”

eShakti joins a long list of designers around the globe that use OptiTex technologies such as Hugo Boss, Zorana Kozomara, Orient Clothing and Orient Craft. OptiTex solutions are designed to facilitate collaboration among partners throughout the manufacturing process.

 [Click here to return to Contents](#)

Simulation Helps Philips Overcome Thermal Challenges of Ambient Light TV Technology

December 2008

Philips used FloTHERM thermal simulation software from the Mentor Graphics Mechanical Analysis Division (formerly Flomerics) to develop a mechanical design for its new Aurea 42 inch liquid crystal display (LCD) television that is 3 to 5 degrees Centigrade better than previous proposed concepts. Genevieve Martin, Project Leader for Philips Applied Technologies, Eindhoven, The Netherlands, used thermal simulation from the early stages of the development process to investigate the effect of different mechanical architecture options. “Thermal simulation enabled us to understand the thermal impact of our design decisions long before prototypes were available,” Martin said. “As a result, we saved a considerable amount of time and money by getting the design right the first time from a thermal standpoint.”

Reviewers are suggesting that the new Philips Aurea 42 inch LCD TV represents the future of television. A total of 126 power LEDs placed around the screen create a multitude of segments that fuse

into one soft surround of light in the active frame, directly enveloping the screen and flowing into a soft halo on the wall. With the LEDs added around the display and electronic components it was clear from the beginning that thermal management would play a critical role in the design process. Accordingly Martin began working very early in the development process to perform an architecture study with the goal of defining the effect of critical mechanical design choices on cooling.

“Thermal simulation is the ideal tool to address this type of design challenge because it enables us to accurately evaluate a wide range of design options in a minimum amount of time,” Martin said.

“Thermal simulation provides the temperatures that determine whether or not the design is able to meet the specifications. Thermal simulation also provides diagnostic information including airflow, temperature and pressure at every point in the solution domain. This information helps us understand why a particular design is performing the way it is and in many cases helps guide us to rapid improvements.”

“We use FloTHERM computational fluid dynamics software for thermal simulation because FloTHERM provides a wide range of tools specifically designed for modeling electronic components and allows us to run large models,” Martin said. “These tools greatly reduce the time needed to model complex electronic assemblies. We have used FloTHERM for many years and over this time have compared its predictions to physical tests on many occasions. FloTHERM has consistently demonstrated the ability to accurately predict temperatures and other important performance parameters. We have developed many successful products with FloTHERM in considerably less time than would be required without simulation.”

Martin created a simplified model of the new TV set based on the limited information that was available in early development phase. Martin used the model first to investigate the effect on thermal performance of various mounting plate, back cover configurations. Martin provided the information shown here as well as other thermal simulation results to the team that was responsible for mechanical design of the new television. “Simulation gave us insights into what would and would not work from a thermal standpoint,” Martin said. “As a result, we were able to iterate to an optimized design much faster and at a lower cost than would have been possible using traditional build and test methods.”

For more information, visit <http://www.mentor.com/mechanical>.

 [Click here to return to Contents](#)

Product News

Nemetschek North America Releases Spanish-language Vectorworks 2009

22 December 2008

Nemetschek North America announced the release of their Spanish-language version of Vectorworks® 2009 design software, including: Designer, Architect, Landmark, Fundamentals, and Renderworks. The Vectorworks 2009 product line features a new engine that gives users 2D and 3D capabilities, at speeds that are up to 4-5 times faster for modeling operations. In addition, new features and enhancements were developed with direct input from Vectorworks users, resulting in a new version with enhanced usability, improved 3D modeling, and optimized workflows that will turbo-boost productivity and facilitate collaboration.

The Vectorworks 2009 product line is powered by Parasolid®. Given the large-scale modeling requirements of the A/E/C industry, Nemetschek North America believes the best way to build a strong

CIMdata PLM Industry Summary

modeling platform is to leverage the investment the manufacturing industry has made in software development.

"For years the MCAD industry has been taking advantage of the robustness that the Parasolid modeling kernel provides, and with Vectorworks 2009 product line, we've laid the foundation for bringing that true modeling robustness to the A/E/C industry" says Dr. Biplab Sarkar, Nemetschek North America's Chief Technology Officer.

Additionally, new interface functionality in Vectorworks 2009 products enhances usability. The pre-selection indication feature provides intelligent feedback from the cursor. Used in conjunction with drawing tools, SmartCursor snapping allows users to draw with more precision.

"Using Parasolid modeling, and the simplicity of smart point and smart edge snapping with pre-selection highlights on every move, makes designing a breeze," says Katerina Panagiotakis of Thalassi.

There are more than 70 other features in version 2009 that provide users with a software application that gives them the flexibility to design the way they want, the versatility to address all phases of design, and the intuitiveness to enable them to work the way they think.

For a product-by-product breakdown of all the new version 2009 improvements, and to see some of these features in action, visit <http://www.nemetschek.net/espanol>.

The Spanish-language version will be available internationally in early 2009. Please visit <http://www.nemetschek.net/international> to check for availability.

 [Click here to return to Contents](#)

NRX Asset Hub 5.0 Delivers Compelling Value for all Asset Information Management (AIM) Stakeholders

24 December 2008

NRX Global Corp. unveiled innovations for NRX Asset Hub™ 5.0.

This new release will enhance the robustness and integration of NRX software with Enterprise Asset Management (EAM), Enterprise Content Management (ECM), Engineering and Supplier systems, and other asset lifecycle ecosystem partners and improve usability for asset-intensive customers worldwide.

Additional features include:

- *New user interface to improve navigation and filtering for enhanced usability
- *Multi-language ready with support for single and double-byte languages. This supports the needs of many customers outside the North American market.
- *Integration with OpenText Livelink ECM and SAP DMS.
- *Extended functional location features including class assignment and task management.
- *Support for fully customizable rich content collaboration forms based on an industry-standard XForms technology.
- *Focus on reducing training for Collaboration Portal users.
- *Synchronization support for multiple EAM systems.
- *Improved outbound synchronization processing including data conflict detection.

CIMdata PLM Industry Summary

*Improved synchronization management.

“In challenging economic times, it is of utmost importance for our customers to reduce costs and improve business processes. Plant operations are striving to get more out of their producing assets and leaner workforces, and reduce risk, schedules and costs in capital projects, and increase revenue-generating opportunities for process, discrete, utilities and public sector industries. Customers will be able to leverage the flexibility and innovation of the Asset Hub™ 5.0 to drive business process improvements in six key areas: Operational Readiness for capital projects, Operational Excellence, Supplier Information Management, EAM Data Readiness, Operational Risk Management, and MRO Supply Chain Excellence”, said Paul Gray, CEO of NRX.

 [Click here to return to Contents](#)