

Grow with PLM

Surface & Style Engineering Profile Pack

Part of IBM's express portfolio of offerings for medium-sized businesses



“With CATIA V5’s advanced styling and visualisation features, we can now design, validate and easily demonstrate to architects and specifiers all of the ideas and innovations we have in mind.”

– Stephen Hall, Project Engineer, Securistyle

Focus Industries

- **Consumer Goods**
- **Consumer Packaged Goods**
- **Electrical and Electronics**

Keeping a significant competitive advantage is one of the key challenges in today's consumer goods and consumer electronics industries. Almost each and every functional innovation available on the market is quickly copied and produced at a lower cost. Product lifetime is getting incredibly short. Didn't you ever face the situation in which the consumer product you thoughtfully selected – after studying specialised magazines – can't be found at the local dealer because it is already replaced by its more sophisticated newer version?

This story demonstrates the following elements:

- *The styling aspect of a product is key to gaining immediate market excitement and interest.*
- *Products need more than ever to be delivered at the right time meeting and driving the market needs.*
- *Creative styling is the new key to customer loyalty.*
- *Having an integrated styling process as part of your development and manufacturing process enables companies to quickly launch new ideas in the marketplace.*

The Surface & Style Engineering Profile Pack offers proven Product Lifecycle Management (PLM) applications to rapidly innovate, create and style today's complex sculptured product surfaces. A key element of the Surface & Style Engineering

Profile Pack is Imagine & Shape.

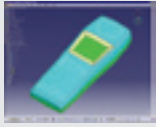
This application combines a powerful technology and a simple use, making it easy for a non-surface specialist to design within a CAD system. 'From ideas to 3D' becomes quick and easy for all.

The Surface & Style Engineering Profile Pack helps you to:

- *Incorporate more innovation into new product designs by freeing engineers from repetitive tasks and allowing them to explore more new ideas in less time.*
- *Reduce product development cycle time by enabling accelerated complex shape design, easy re-use of existing designs from previous projects and complex design changes in less time.*
- *Cut cost by reducing the number of expensive physical prototypes.*

Surface & Style Engineering Products

Individual products can be added from the standard PLM software catalogue as long as all pre-requisites are also included.



CATIA – Generative Shape Design (GS1)

Create in-context, specification-driven shapes based on a combination of wireframes and extensive multiple surface features.



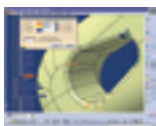
CATIA – Freestyle Shaper (FS1)

Provide surface-based tools to help designers create styled shapes and surfaces.



CATIA – Freestyle Sketch Tracer (FSK)

Allow the integration of stylists' work (such as 2D painting) into a 3D format, as the basis for 3D virtual mock-ups



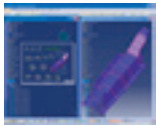
CATIA – Healing Assistant (HA1)

Check the validity of imported geometry against CATIA V5 modelling criteria and recover the surfaces by improving the topology and geometry of analysed objects.



CATIA – Imagine & Shape (IMA)*

Enable designers and engineers to quickly and intuitively transform a shape idea into a 3D geometric model.



CATIA - 2D Layout for 3D Design 1 (LO1)

Design 3D models using a 2D conceptual approach.



CATIA – Generative Part Structural Analysis (GPS)*

Perform transparent and automatic structural analysis to promote up-front CAE during the design phase.



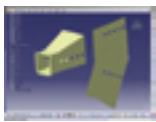
Photo Studio (PHS)*

Generate high quality photo-realistic digital mock-up images and movies, using a powerful ray-tracing engine.



CATIA – STL Rapid Prototyping (TL1)

Help to generate and repair meshes to obtain machinable mock-ups. The STL files created are then fed into rapid prototyping machines for a quick and inexpensive way to create a prototype.



CATIA – Developed Shapes (DL1)

Unfold ruled surfaces quickly and easily into a developed curve on a revolution surface.



CATIA – COM 1 to 2 Extension (C12)

Give access to CATIA P2 products from a CATIA P1 configuration for broad scalability and wider business process coverage.

* Requires CATIA – COM 1 to 2 Extension (C12)



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