



Press information

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Icona Solutions signs up new distributor in Korea for aesthetica, its perceived quality software solution

Growing demand in Korea for improved fit-and-finish quality in automotive and other manufactured products creates new opportunities.

Manchester, UK. Xx July, 2008. - Icona Solutions Ltd., the developer of aesthetica, the innovative simulation and visualization software solution for improving perceived quality in manufactured products, has announced that it has signed an agreement with Seoul-based RICH Information Technology (RICH IT) for it to be the authorised distributor of aesthetica in Korea.

With a rapidly-expanding customer base in the automotive and consumer goods manufacturing industries, RICH IT is a fast-growing provider of digital design engineering, manufacturing and product lifecycle data management (PLM) software solutions and services. Its customers include many of Korea's well-known manufacturing companies, such as Hyundai/Kia Motor Car, Ssang Yong Motor Car, Samsung SDS and TRW Korea, among others.

"In Korea, as in other parts of the developed world, perceived quality, or in other words, the final fit-and finish quality of products such as cars, domestic electrical

appliances and consumer electronic goods, is having an increasing influence on how well a product is received in the market”, said Tim Illingworth, CEO, Icona Solutions. “As a result, Korean manufacturers are looking for ways to improve their perceived quality processes, at the same time as driving down costs. The agreement we have signed with RICH IT means that we now have a dynamic business partner with the technical knowledge, the people and the experience to respond to the new opportunities that exist in Korea,” he added.

Mr. Min-Su Han, director, RICH Information Technology, commented, “Icona Solutions’ aesthetica software is unique in the way it enables manufacturing companies to visualize and to assess, early in the design process, the impact that manufacturing variation will have on the perceived quality of a product. We are delighted to be appointed as the distributor of aesthetica in Korea and we look forward to working with Icona in helping Korean manufacturers to further improve the perceived quality of their products.”

About aesthetica

Icona Solutions’ aesthetica software provides an accurate, visual simulation of the effects of manufacturing variation and component deformation in assemblies. It enables a full perceived quality review early in the digital design process to resolve issues of fit and finish quality. The use of aesthetica gives greater insight than has previously been possible into the impact of manufacturing variation on perceived quality by enabling the user to visualize a ‘virtual’ product at different states within its assigned manufacturing tolerances, in real-time, and precisely as the customer will see it. It helps to improve perceived quality while saving time and improving communication in the design process.

About RICH Information Technology Co., Ltd.

RICH Information Technology (RICH IT) started in the product lifecycle management (PLM) solutions business as IBM SP2 in 2001 and became a value-added reseller (VAR) of Korea Dassault Systèmes and a Dassault

Systèmes Platinum Partner in 2007 and a business partner of Korea IBM in 2008. As a leading Dassault Systèmes solutions provider in Korea, RICH IT provides total IT solutions within the overall PLM environment, as well as consulting, development and outsourcing services, to a variety of industry sectors. Among the companies which RICH IT currently supports, either directly or indirectly, are Hyundai/Kia Motor Car, Ssang Yong Motor Car, V-ENS, Mando, Winiamando, Samsung SDS, Kumho-Tire, SL Tech and TRW Korea. Find out more at: www.richit.co.kr

About Icona Solutions Ltd.

Icona Solutions Ltd. develops and provides innovative and unique solutions to audit and improve perceived quality in manufactured metal and plastics products. Its software can form an integral part of a product design and manufacturing company's overall product lifecycle management (PLM) software environment and is supplied and supported globally both directly and through qualified, specialist resellers. Icona Solutions is a member of both Dassault Systèmes' CAA V5 Adopters and of Siemens PLM Software's JT Open programs. Find out more at: www.iconasolutions.com

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