



Press information

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Icona Solutions announces new release of its unique perceived quality visualization software, aesthetica

Latest version provides new import capabilities for existing variation data and stack-up models, as well as new geometry tools.

Manchester, UK. 2 July, 2009. Icona Solutions Ltd., the developer of the innovative perceived quality simulation and visualization software solution, aesthetica, has announced the availability of aesthetica Version 3.1.

Unlike other visualization software products, aesthetica applies manufacturing tolerances and deformation information directly to a 3D CAD model to enable real time, 'what you see is what you get' (WYSIWIG) perceived quality studies using realistic imagery, early in the product development process. It is used by automotive industry OEMs and manufacturers of consumer electronic devices and domestic electrical appliances etc to help them improve perceived quality while reducing development time-scales and costs.

Among new features and functions introduced with V3.1 are the ability to import and re-use measured or pre-analysed data on the variation of locator features on existing products or vehicle platforms; to import tolerance specification sheets

and make assumptions based on the current manufacturing capability; and to import measured or simulated form variation for individual components. A direct interface to Autodesk Showcase and improvements to the existing Bunkspeed HyperShot interface capability for truly photo-realistic visualization of aesthetica deformed models are also introduced, as are new geometry tools that save time in data preparation.

“In its Spring 2009 Perceived Quality Study (PQS) survey results, ALG (Automotive Lease Guide) points out that not only does a high PQS rating help to explain overall brand strength but that there is a strong correlation between the perception of quality and vehicle residual values”, stated Tim Illingworth, chief executive, Icona Solutions Ltd. “Our customers recognize this and the new features and functions introduced in aesthetica V3.1 are the result of feed-back and requests from automotive manufacturers such as Bentley Motors in the UK, GM Europe/Opel in Germany and other companies, both in the automotive and other manufacturing sectors in Europe and the USA. All of them appreciate the positive effect of high perceived quality on success in the marketplace.”

New data import modules.

Three new modules for importing and then re-using existing variation data and tolerance stack-up models within aesthetica are the Feature Tolerance Importer, the Tolerance Specification Importer and the Part Variation Importer.

Used to visualize how a new concept design will look when assembled using an existing vehicle platform or product, the Feature Tolerance Importer enables actual and simulated measurement data on the locator scheme of the existing vehicle platform or product to be imported into aesthetica from third-party software products such as Vis VSA, QMC/CM4D and 3DCS, etc. The effects of the measured variation can then be visualized in real time on new 3D models imported into aesthetica from CAD software products such as Autodesk Alias, ICEM Surf, CATIA, Siemens' NX and Solidworks, etc.

The Tolerance Specification Importer enables information on real manufacturing capability, from reporting systems such as CM4D and QDAS, etc, to be imported into aesthetica. This will then automatically apply dimensions and tolerances (GD&T) to the 3D models based on actual manufacturing capability and visualize the impact of real-world manufacturing variation, including offset means and skewed or non-symmetric distributions.

Finally, the Part Variation Importer enables quality control reports on measured components collected from inspection devices on the shop-floor using software such as QMC/CM4D and QDAS, etc, to be imported into aesthetica so that users can visualize real form variation directly on digital parts or assemblies.

Additional enhancements.

The improved export capability to Bunkspeed's HyperShot photo-realistic visualization software introduced with aesthetica V3.1 includes more accurate material mapping from aesthetica to HyperShot, improved textures handling, including support for custom texture path and texture orientation, and smaller files with better overall performance.

New geometry tools that save time during data preparation include the ability to create copies of entire components, the ability to mirror components around the x, y or z axis, the ability to split a component in two based on a set of selected surfaces, and the ability to change a component's nominal position.

Availability.

aesthetica V3.1 is due to begin shipping to customers in June, 2009.

About Icona Solutions Ltd.

Icona Solutions develops software that uniquely combines variation simulation and high-end visualization to provide immediate insight into the impact of

manufacturing variation and deformation on perceived quality, improving the desirability of the finished product while saving time, avoiding costs and improving communication and collaboration. Icona Solutions is a member of both Dassault Systèmes' CAA V5 Adopters and Siemens PLM Software's JT Open programs and a development partner of Autodesk, enabling the company to develop software solutions as an integral part of the broader PLM software environment. Icona's products are supplied and supported globally through a network of qualified resellers and engineering service providers. Find out more at: www.iconasolutions.com

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