

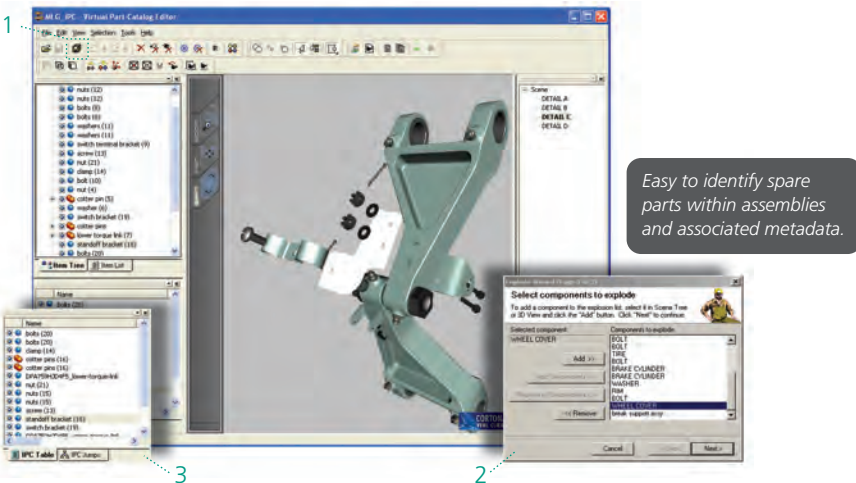
CREATE COMPELLING 3D PARTS CATALOGS

Do you face escalating sales support costs, loss of revenue to aftermarket competition and laborious catalog development that is error prone and simply does not work? The objective of a parts catalog is to enable the user to easily identify the relevant part and all associated data. But, paper catalogs are difficult to understand and impossible to navigate. Now there is a better solution!

Cortona3D RapidCatalog is the first 'out of the box' toolkit for fast and easy production of digital interactive Illustrated Parts Catalogs (IPC). RapidCatalog uses 3D 'explosions' to communicate complex assemblies that everyone can understand. Its interactive environment with drill down navigation improves the user experience and puts an end to ordering and purchasing errors, inefficiency and lack of productivity.

EASILY CREATE AN INTERACTIVE 3D ILLUSTRATED PARTS CATALOG IN MINUTES

RapidCatalog provides an easy-to-use, intuitive framework that enables users to create an interactive 3D Illustrated Parts Catalog in minutes.



1. Create a new IPC page
2. Explode parts using three-step wizard
3. Choose the part information to be displayed on the published IPC page
4. Set explosion triggers
5. Publish the finished IPC as a stand-alone page or integrate into existing systems
6. Link with third-party ordering and customer support services

WHO USES OUR PRODUCTS?

- General Atomics
- Metro
- Pfizer
- Schneider
- Daimler Chrysler
- Loral
- Ford
- John Deere
- Airbus

BENEFITS AT A GLANCE

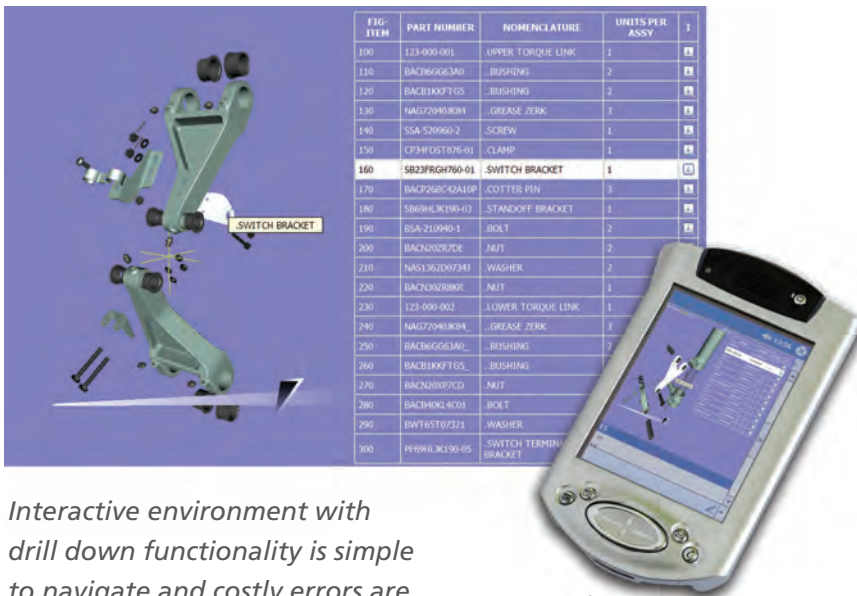
- **Shorten time to market** by re-using CAD assets to create IPCs concurrently with product development.
- **Increase aftermarket revenue and customer loyalty** by providing users with an intuitive convenient way to order parts. IPCs increase customer satisfaction and generate repeat business.
- **Cut catalog production and maintenance costs** by eliminating costly reproduction of product graphics as existing data (CAD) is used to generate 3D models.
- **Minimize customer errors and product returns.** Interactive 3D catalogs dramatically improve part identification and ordering accuracy.
- **Minimize support costs.** Better parts catalog means users can self-serve. Less support calls equates to less customer service personnel.
- **Increase competitive advantage on 'total product'.** The inclusion of advanced aftersales tools lowers product lifecycle costs and delivers a product that can be cost effectively deployed and serviced.
- **Lower order processing costs.** 3D IPC can be integrated into any ordering system.
- **Improve productivity.** Easier part identification and management is a win/win for manufacturers and their customers.

What's the result? The impact of 3D interactive Illustrated Parts Catalogs is powerful and immediate, saving time and money on servicing, spare parts and repairs.

HOW IT WORKS

'Visual Know-How' for Accurate Part Identification and Ordering

- Interactive bill of materials link to 3D views – click on either text or 3D object to graphically highlight and verify all associated part details
- User can manipulate, rotate and zoom around 3D models
- Intuitive drill down navigation, user can watch object disassemble and reveal individual parts
- View all associated metadata of selected part, easily facilitating correct identification of part



Interactive environment with drill down functionality is simple to navigate and costly errors are eliminated.

Lightweight format enables delivery via the web to a laptop or Pocket PC.

LOGICOM ON CORTONA3D TECHNOLOGY:

Logicom delivers innovative digital solutions internationally. Using the Cortona3D toolkit they have established an online solution for British Gas that provides a 3D modelled and animated interactive Boiler and its parts.

"The outcome is a package that enables the user to identify the constituent parts of a boiler, get more information about these parts and visualize the removal and replacement of parts as many times as they want from their preferred viewing angle in a safe environment."

Majid Al-Kader
New Media Director, Logicom



FEATURES

- No 3D or CAD technology know-how required
- ISO open standard enables seamless integration with other applications
- Lightweight format enables delivery via the Web, intranet, using laptop or Pocket PC
- Intellectual Property is protected as optimized CAD data cannot be re-engineered
- Integrates into existing work processes
- Dynamic update ensures product modifications are readily integrated into the IPC
- Support for ATA and S1000D standards

SYSTEM RECOMMENDATIONS

- 1.5 GHz microprocessor or higher RAM: 512 MB
- Windows 2000 SP2 or Windows XP, Internet Explorer v. 6.0 and DirectX 7
- Additional software: Microsoft XML Core Services (MSXML) 4.0