

ING Renault F1 Team Races With Seemage

NEWTON, MA -- (MARKET WIRE) -- Apr 17, 2007 -- Seemage, Inc. (www.seemage.com) announced today that the world champion ING Renault F1 Team has selected Seemage software to deliver 3D information to its engine development team. Formula 1, the world's premier auto racing series, demands V8 engines featuring extremely sophisticated engine technology, which requires designers to use the most advanced design systems to ensure performance and reliability. Utilizing Seemage as part of its larger product lifecycle management ([PLM](#)) deployment helps ING Renault F1 Team realize its most competitive designs more quickly and accurately.

Although engine designers frequently handle 3D design data in their daily activities, this information has not been readily available to everyone outside the design team. Many others in ING Renault F1 Team also need access to design information for numerous tasks, including design reviews and service procedures. The [3D CAD](#) model of the engine is the ideal source information for these kinds of tasks, but the information must be available in formats and applications that people who are not designers can use. This is why the engine development department of the ING Renault F1 Team began to search for ways to distribute CATIA® V4 and V5 designs more widely.

Seemage delivers ING Renault F1 Team's engine information everywhere

The ING Renault F1 Team compared a number of different solutions before choosing Seemage for its performance, simplicity of use and cost.

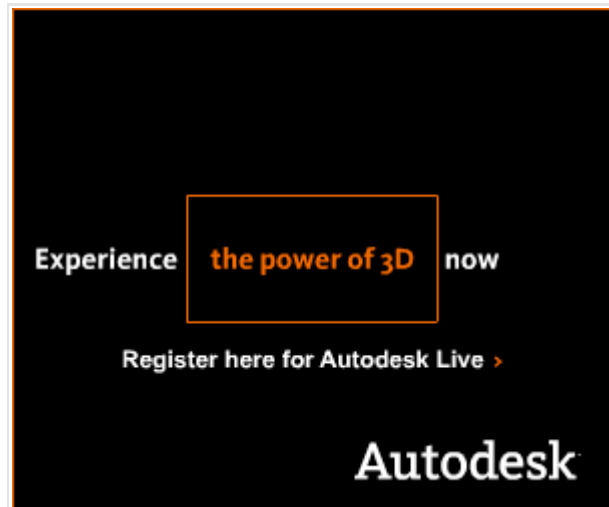
"We were looking for a solution that could operate in a global environment, across all our teams," explains Jean-François Plusquellec, IS/IT Team Project Manager, ING Renault F1 Team. "The people who use Seemage do not have the same requirements as 3D CAD users. We selected Seemage over the competition because of its excellent end-user productivity, its graphic and [3D animation](#) performance and its highly accurate results even when using large assemblies or large sets of equipment."

"Seemage Player is another important part of our deployment. More than just a free [CAD file viewer](#), Seemage Player offers comprehensive navigation, sizing and annotation functions which are needed in our project to permit the high levels of coordination we require among our different departments," added Jean-François Plusquellec.

The implementation of Seemage will consist of multiple phases. The first consists of combining online all validated 3D designs with corresponding 2D plans and supplier documents. In this phase Seemage's advanced visualization capabilities are applied to associatively link together all the information so that users always have the most accurate and up-to-date view of the project. In the latter phases, Seemage will be the "glue" that permits new levels of interaction among the engine designers and developers and manufacturing, for example by allowing the viewing and interaction of engine parts in their assembly contexts.

This deployment plan for Seemage takes advantage of its unique ability to be implemented first as a desktop productivity application and then, using open XML, to be non-disruptively integrated into enterprise resource planning (ERP), customer relationship management (CRM), [product lifecycle management](#) (PLM) and other enterprise systems.

"We are proud to have been chosen by the ING Renault F1 Team. Thanks to the capabilities and ease-of-use of Seemage, we hope to help the team meet the increasingly demanding challenges of F1 engine design by providing broader access to 3D information," said Bruno Delahaye, Vice President



Worldwide Sales, Seemage, Inc.

About ING Renault F1 Team

In 2007, Renault celebrates the 30th anniversary of its debut in Formula 1. During these three decades, Formula 1 has allowed the firm to demonstrate its technological expertise and competitiveness. In 2005, Renault became the first mainstream automaker to win the FIA Formula One World Championship, a performance repeated in 2006. Since 1977, Renault engines have won 113 victories and 154 pole positions in Formula One, notably 33 victories and 50 pole positions with a car 100 % designed and built by Renault.

About Seemage, Inc.

Seemage, Inc. (www.seemage.com) has made product information available everywhere for customers since 2002. With Seemage's system for delivering product information in exactly the right form to the right person at the right time, enterprises' investments in CAD, PLM, ERP and CRM are enhanced to deliver more value. With Seemage's XML-based, CAD-independent architecture, products are delivered faster, with higher quality and at lower cost. Seemage customers like PSA Peugeot Citroën, ING Renault F1 Team, John Deere, Faurecia, Delphi, SNECMA, Alcatel Alenia Space and Thales are raising the bar on customer satisfaction through Seemage-created deliverables. Download trial versions of the Seemage system at www.seemage.com. Read Seemage's blog and download Seemage-created 3D animations at www.3dmojo.com

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