



ICEM to launch new design and styling software and ICEM Surf 4.4 at MICAD

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Southampton, UK ([PRWEB](#)) March 3, 2004 - ICEM Ltd., the leading surface modeling, analysis and visualization software developer, will demonstrate for the first time in public a revolutionary new design and styling software product at MICAD 2004. The company will also be demonstrating the latest version of its industry-leading software suite for Class A surfaces development and engineering, ICEM Surf 4.4.

With ICEM's new software, ICEM Style, it is now possible, for the first time in a concept design tool, to design in a photo-realistic modeling environment. No longer are third-party, stand-alone visualization products required to visualize the complete design, nor a time-consuming wait for a static rendering to be generated. Modeling and real-time visualization for concept design can now be performed within a unified environment.

Using ICEM Style, the ease with which true geometry can be modeled and edited - with tools such as geometry sketching, digital taping and automatic surface generation - means that designs can be created and evaluated much faster than with traditional tools.

Significantly, the use within ICEM Style of the same data architecture as is used within ICEM Surf - the company's leading Class A surfaces development software suite - ensures that the original design data remains intact and fully re-usable downstream once the design data is ready to evolve. The more sophisticated surface construction and analysis tools found in ICEM Surf can then be used to iterate the design through to final production tooling design.

With ICEM Style, the sketch curves and lines created with the geometry sketching tools can be used to create the initial surface model, for further refinement. Using the surface fit tool in ICEM Style, this surface model creation is achieved with just one menu button push.

The high quality surface model created this way can be used for early feasibility and initial engineering analysis as well as to drive the downstream Class A surfaces development process.

Also setting it apart from other styling software products, ICEM Style provides, as standard, fully integrated visualization facilities including real-time photo-realistic shading, real-time concept and silhouette line shading and ray-tracing and radiosity static rendering.

ICEM Surf 4.4.

Also being demonstrated in public for the first time at MICAD 2004, is the latest release of ICEM's industry-leading Class A surface modeling, analysis and visualization software suite. ICEM Surf 4.4 heralds a strategic advance from previous releases through the support of a new parametric, object-oriented database architecture that will underlie all future ICEM software products. This new database architecture supports bi-directional compatibility with previous versions of ICEM Surf, ensuring that customers' existing investments in design data are protected.

ICEM Surf 4.4 introduces several new or enhanced capabilities. These include enhanced bi-directional



geometric data exchange, in particular with Catia V5 from IBM/Dassault, as well as enhanced safety analysis tools, enhanced visualization tools and additional surface modeling and model manipulation facilities.

ICEM Surf 4.4 also sees the introduction of support in the Microsoft Windows environment, in addition to the existing support in the UNIX and Linux environments, for 3Dconnexion's SpaceBall and SpaceMouse motion controllers.

About ICEM Ltd.

With its headquarters in the UK, ICEM Ltd. is the leading worldwide developer and supplier of advanced, surface-based modeling software for use in the design and development of automotive vehicle bodies and interiors and consumer durable products. The company has a worldwide network of sales and support offices and specialist distributors covering continental Europe, the USA, Australia and the Asia Pacific region.

ICEM's principal market sector is the worldwide automotive industry, where it includes most of the leading manufacturers among its customers, including the Ford Motor Company, DaimlerChrysler Group, Volkswagen Audi Group, Porsche, BMW, PSA Peugeot Citroën, Nissan, Subaru and Harley Davidson among others, as well as leading automotive industry companies such as Volke, EDAG, Pininfarina, Bertone and Bertrandt, among many others. The company also has a significant presence in the consumer durable products design market.

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