Media Release

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For immediate release

CAMWorks helps Victoria University drive innovation in Industrial Design

Mumbai, India, August 3, 2010: New Zealand based Victoria University of Wellington (www.victoria.ac.nz), a well known educational institution, decided to adapt CAMWorks®, an intuitive solids-based CAM solution from Geometric Limited, as a part of their curriculum for the third year Industrial Design students with an objective of helping students easily understand one of the process in engineering.

Victoria University introduced CAMWorks to the curriculum in 2002 to provide a holistic approach to their industrial design students, thereby enabling them to understand not just the CAD modeling of an object but also the CAM aspect. The University was already using SolidWorks®, the industry-leading 3D CAD software. Hence, the choice of CAMWorks, which offers plug and play integration with SolidWorks, was almost automatic.

The idea behind the University's CAM project was to expose the students to the machining process, exploding myths that machining was only an engineering sphere. Training on the CAM platform was integrated into the curriculum through short projects spread over two weeks.

Tim Miller, Senior Lecturer at Victoria University says "The principal behind the whole project is that CAMWorks makes it a lot easier for the students to understand the process of the machining. Given the ease of use of the software, it also allows non-engineering experts to access parts of the manufacturing process that were formerly only accessed by engineers."

Students are encouraged to explore different patterning processes on virtual surfaces by using CAMWorks to machine the surface through techniques such as contour machining, zig-zag, and flowing machining. All of these have a different visual effect on the surface that is being machined, allowing student to create nearly 25 virtual models, varying the surface form by changing the machining details.

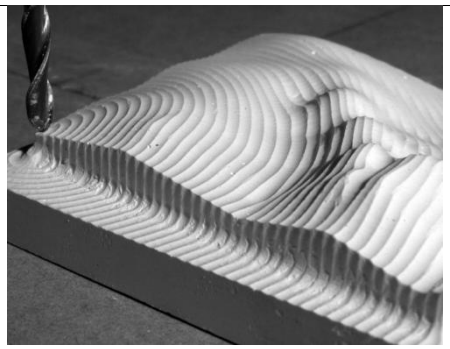

Fig 1: Cuts from a spiral pattern machining show the relationship between pitch and topography.

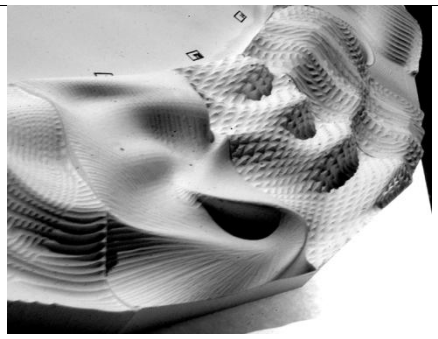

Fig 2: Multiple overlaid machined textures enhance the surface form.

For the students, CAMWorks enabled acute visualization of the end results, a key element for designers, while also allowing them to get a sense of the vast possibilities of machining.

As Miller says "It prepares the students for the future, and it gives them a bit more insight into what happens in industry. The point of using CAMWorks is not just to show the students how virtual modeling is done – this is achieved quite easily in many three dimensional programs. What is more difficult to explain is the relationship between a virtual object and the physical object made from CAM data. I think that CAMWorks is excellent as a teaching tool to help explain the machining process but more importantly this project, illustrates the opportunities and benefits for designers who engaging with technical software such as CAMWorks."

About CAMWorks

CAMWorks, the first SolidWorks® certified Gold CAM product, and the first CAM solution to offer knowledge-based feature recognition and associative machining capabilities, helps eliminate the drudgery of CNC programming. The combination of the latest innovations in CAMWorks and SolidWorks' excellence in design, have made CAMWorks the premier CAM solution for manufactures in the automotive, aerospace, electronics and medical industries. To know more about CAMWorks, visit www.camworks.com.

About Victoria University of Wellington

Victoria University of Wellington, located in New Zealand, has a strong research focus and was established in 1897 making it among the oldest universities in New Zealand. With more than 21,000 students and some 1,000 full time staff, the University is committed to providing students with opportunities to acquire, understand, and apply disciplinary and interdisciplinary knowledge, as well as related skills and attitudes, and to enhance their personal development. Victoria's faculties include Architecture and Design, Commerce and Administration, Engineering, Law, Science, Humanities and Social Sciences. The university is one of the only three institutions to offer a degree in Architecture in New Zealand.

About Geometric

Geometric (www.geometricglobal.com) is a specialist in the domain of engineering solutions, services and technologies. Its portfolio of Global Engineering services and Digital Technology solutions for Product Lifecycle Management (PLM) enables companies to formulate, implement, and execute global engineering and manufacturing strategies aimed at achieving greater efficiencies in the product realization lifecycle.

Headquartered in Mumbai, India, Geometric was incorporated in 1994 and is listed on the Bombay and National Stock Exchanges. The company recorded consolidated revenues of Rupees 5.98 billion (US Dollars 129.47 million) for the year ended March 2009. It employs close to 3000 people across 11 global delivery locations in the US, France, Romania, India, and China. Geometric is assessed at SEI CMMI Level 5 for its software services and ISO 9001:2000 certified for engineering operations.

Geometric's Desktop Products and Technologies (DPT) business unit develops cutting-edge point productivity solutions that enhance design and improve manufacturing operations. The end-user products from Geometric include CAMWorks®, eDrawings® Publisher, DFMPro, GeomCaliper® and 3DPaintBrush™. The key technologies from Geometric are NestLib®, Feature Recognition (FR), GeomDiff and 3DSearchIT®. Geometric licenses these technologies to OEM partners and also designs and implements customized process solutions using these technologies for industrial customers.

For further details about Geometric's DPT business unit, please visit www.geometricglobal.com/products or call +1.480.367.0132

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