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For Immediate Release

EASi Conducts CAE Technology Symposium at ARAI Pune, India

Bangalore, India – July 13th, 2009: EASi's Domain Knowledge Institute DKITTM partnered with ARAI to host this highly technical and educational event for the Indian Automotive industry. This symposium covered the engineering challenges associated with meeting the increasingly demanding performance expectations from OEMs; and progressively stringent safety regulations from government regulatory agencies. Leading industry experts from India and abroad covered advances in safety regulations, testing and certification, and simulation technologies.

- ✍ The conference was attended by leading engineers and engineering management from various industries who share a common interest in engineering simulation and innovation.
- ✍ Attendees had opportunities to gain new insight on different topics concerning design analysis and optimization, as well as industry perspectives.
- ✍ In addition, the event offered excellent networking opportunities for the CAE community, industry experts and engineering partners.

The conference played an important role for attendees to know the latest technologies with topics such as:

- ✍ CAE approach for crash and safety engineering
- ✍ Multi-Disciplinary Design Optimization
- ✍ Bridging physical test and simulation methods
- ✍ Accelerated Product Development using CAE Collaboration
- ✍ Improved Vehicle Dynamics

About EASi

Founded in 1981, EASi is a global engineering firm that services the North American, European, and Asian markets. We are a trusted global engineering partner to our customers. We enable our customers to realize varied benefits of globalization using our global engineering expertise, best-in-class recruiting capabilities and knowledge management framework. For more information visit <http://www.easi.com> or send an email to info@easi.com.

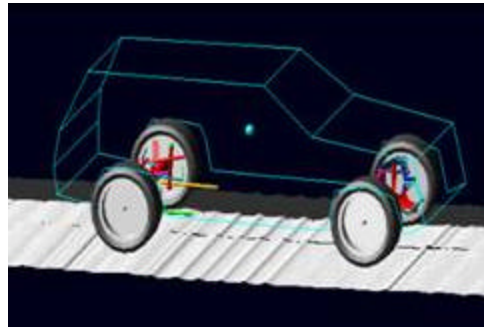
About ARAI

ARAI is a co-operative industrial research association established by the automotive industry with the Ministry of Industries, Government of India. It works in harmony and complete confidence with its members, customers and the Government of India to offer the finest services, which earned for itself ISO 9001, ISO 14001, OHSAS 18001 and NABL accreditations.

About Structural Dynamics Laboratory (SDL) of ARAI

SDL is a market-driven technology department of ARAI providing services to vehicle manufacturers for development. By remaining focused on the needs of the marketplace and using those needs to drive our engineering initiatives, SDL continues to ensure that the solutions

developed are precisely the solutions customers need most. Department presented the importance of 'Vehicle development programme using Analytical and Experimental tools'. The presentation was full of case studies executed at SDL.



Vehicle for measuring the road profile also kept for demo during the programme. The findings and usefulness of project 'Measurement of Road Profile and Study its effects on Vehicle Durability and Ride' discussed with participants in-depth.

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