

EASi Offers Virtual Advantage

EASi (Madison Heights, MI) offers virtual product development that includes technologies such as computer-aided design (CAD), computer-aided manufacturing (CAM), computer-aided engineering (CAE) and product life-cycle management (PLM).

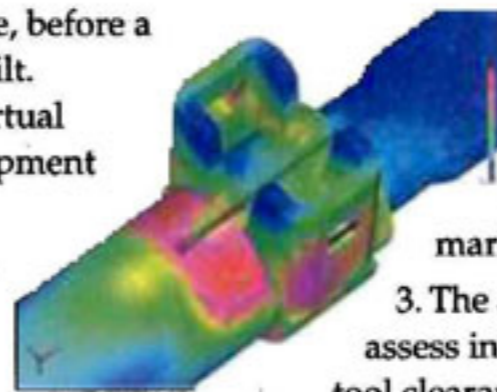
EASi is helping truck equipment manufacturers to employ various strategies to improve product development, manufacturing processes and sales based on their core competencies, desired differentiation in the market and investment needs. The rapid evolution of technology has made it possible to develop

“simultaneous” and/or “concurrent” engineering processes to bring together distributed teams from diverse geographic locations collaborating on a single design project. This allows suppliers and various design, engineering and manufacturing functions to get involved earlier in the development, sharing “true design intent” data in real time over the course of the project. Product designers can visualize and validate their products virtually for requirements such as packaging and interference checks, Federal Motor Vehicle Safety Standards, strength and stiffness, air flow and thermal

stress, and more, before a prototype is built.

Benefits of virtual product development include:

1. A reduction of time and money required to develop concepts by completely eliminating or reducing the need to fabricate physical prototypes.
2. An increase in the effectiveness of communication. Eliminate costly mistakes that often arise due to misinterpretation of design and engineering instructions between



designers and engineers and between manufacturing, sales and

marketing.

3. The ability to assess interferences, tool clearances, manufacturability criteria, functional performance and assembly build (or no-build) conditions well before building a physical product.

4. Reducing or eliminating the need to conduct physical tests to verify or validate designs.

EASi has been providing engineering services to the transportation industry since 1981 and has been recognized for its contributions to technology, processes, applications and materials innovation. For more information, contact EASi Engineering at info@easi.com.