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ESI is the pioneer and world-leading solution provider in virtual prototyping.

Market Data

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Discover ESI's immersive Virtual Reality solutions at Hannover Messe

The fair's 'Digital Factory' will showcase IC.IDO, leader in real time 3D solutions for manufacturing industries

Paris, France – 20 March, 2012 – [ESI Group](#), pioneer and world-leading solution provider in [virtual prototyping](#) for manufacturing industries, announces its participation in [Hannover Messe](#), taking place 23-27 April in Hannover, Germany. Following the acquisition of 3D visualization company IC.IDO during the last summer, ESI will be part of the fair's '[Digital Factory](#)' – one of the world's most important showcases of IT solutions for production and product development. This includes over 500 square meters dedicated to Virtual Reality and 3D visualization, where ESI will present its new range of [Virtual Reality solutions](#). Under the brand "[IC.IDO](#)", ESI offers immersive 3D visualization, enabling decision-makers to experience their product in real time.

Vincent Chaillou, President and COO of [ESI Group](#), declares: *"This high performance 3D visualization technology is key for our customers to bridge the gap between the virtual and physical prototyping worlds. We combine a remarkably intuitive and robust immersive user interface with unique real-time physics for contact detection and flexible connections"*.

[IC.IDO](#) Virtual Reality solution – ESI's Visual Decision Platform - opens new doors for product development. It enables customers to present their virtual product, manipulate it in real time, exchange information across virtual teams, and resolve manufacturing and serviceability issues in an immersive and distributed environment.

[IC.IDO](#) minimizes risks, reduces failure costs and decreases the use of resources. It also allows for faster and easier global collaboration and communication, ensuring better visibility and visualization of early stage products. At the end it integrates customers, partners and other departments in the product lifecycle.

[IC.IDO](#) customers include world-renowned companies in the automotive and aerospace sectors as well as in mechanical and system manufacturing



Industries (OEMs). Representative customers and strategic partners include Audi, Airbus, BMW, Boeing, Bombardier, Caterpillar and John Deere.

ESI's booth at Hannover Messe will be located in Hall 7 of the [Digital Factory](#) in the Technology Cinema 3D arena. The booth will feature a 'black box' – a dark environment providing the optimal setting to perform IC.IDO demonstrations.

For enquiries about ESI's attendance at Hannover Messe and to book an appointment for a group demo, please contact **Christina Theuerkauf**, Events Specialist, ESI Group:

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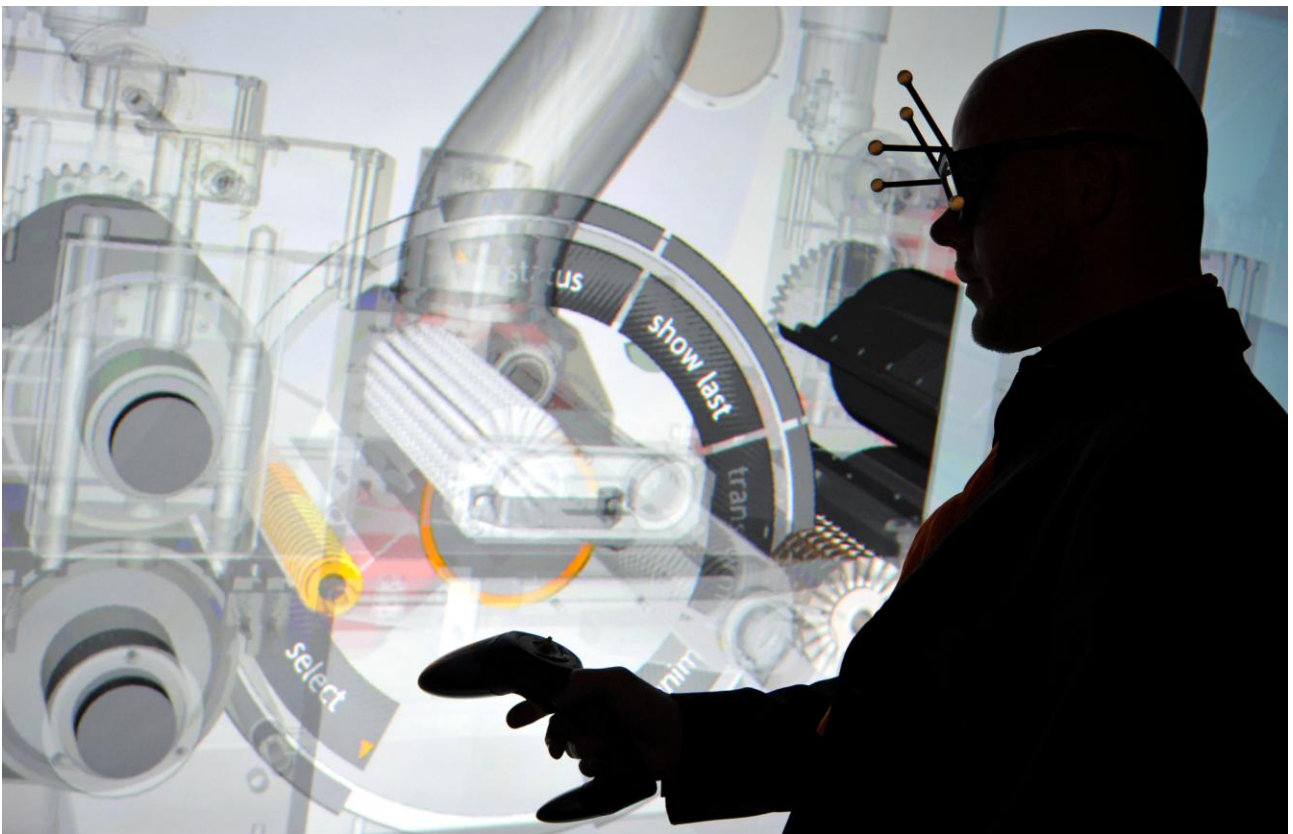


Image: Industrial decision making as supported by IC.IDO, ESI's Virtual Reality solution

For more ESI news, visit: www.esi-group.com/newsroom

About ESI Group

ESI is a pioneer and world-leading solution provider in virtual prototyping for manufacturing industries that takes into account the physics of materials. ESI has developed an extensive suite of coherent, industry-oriented applications to realistically simulate a product's behavior during testing, to fine-tune manufacturing processes in accordance with desired product performance, and to evaluate the environment's impact on performance. ESI's solutions fit into a single collaborative and open environment for End-to-End Virtual Prototyping, thus eliminating the need for physical prototypes during product development. The company employs about 850 high-level specialists worldwide covering more than 30 countries. [ESI Group](#) is listed in compartment C of NYSE Euronext Paris. For further information, visit www.esi-group.com.



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