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

#### Market Data

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#### Connect with ESI



## ESI announces its PAM-DIEMAKER for CATIA V5 Roadshow 2010

### FREE Seminar Series on Rapid Die Face Design in various locations worldwide

Sheet metal forming simulation has become a powerful tool for the industry as it helps prevent and solve problems occurring during production. The new trend is to integrate the design stage into PLM/CAD systems and link directly from there to the simulation. This is where **ESI** contributes by offering [PAM-DIEMAKER for CATIA V5](#), a rapid die design software directly integrated within the CATIA V5 environment.

**ESI** is launching its worldwide Rapid Die Face Design with [PAM-DIEMAKER for CATIA V5](#) Roadshow on May 27, 2010 in Zamudio, Spain. This free roadshow is a series of CATIA V5 Embedded Die Design seminars designed for tool designers, manufacturing engineers, stamping simulation and CAE professionals, where participants will discover the benefits of the next generation die design software. The full-day seminar gives the opportunity to meet the experts and see how [PAM-DIEMAKER for CATIA V5](#) can help save time and cost in die design, both in the feasibility stage and in the validation phase.



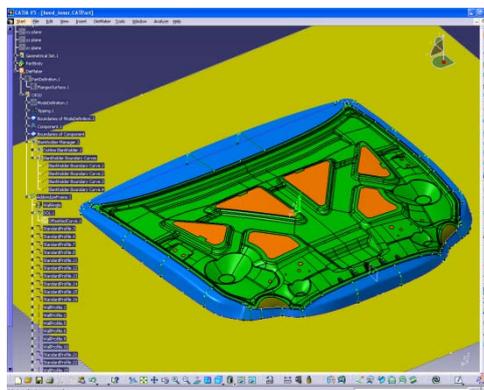
Indeed, the solution allows the non-interruption of the data flow between all die engineering as well as the maintenance of design iterations within the PLM (Product Lifecycle Management), while still delivering a fast connection to the simulation world for rapid feasibility assessments. Using [PAM-DIEMAKER for CATIA V5](#), tool designers are thus able to minimize their workload by implementing tool design and process knowledge, and by following the natural tool face design process. It also provides them guidance and support for part preparation, binder development and die addendum.

*“The software tool PAM-DIEMAKER for CATIA V5 gave us the opportunity to perform all the steps of our work in a single environment during all phases of the development process,”* said **Vladimir B. Ferreira Jr.**, Tech Center at Tower Automotive in Brazil. *“This brought us more speed for our cost estimation analysis, with precise blank sizing and formability simulations. We are finally more competitive when we present an offer to our clients, having strong arguments with a quality guaranteed.”*

The Rapid Die Face Design with [PAM-DIEMAKER for CATIA V5](#) Roadshow will take place in seven different locations over a 3-month period:

- Bilbao, Spain on May 27, 2010
- Paris, France on June 9, 2010
- Milan, Italy on June 10, 2010
- Erfurt, Germany on June 24, 2010
- Beijing, China on June 30, 2010
- Shanghai, China on July 2, 2010
- Seoul, Korea on July 6, 2010

For registration & exact locations visit: [www.esi-group.com/corporate/events/rapid-die-design-roadshow-with-pam-diemaker-for-catia-v5](http://www.esi-group.com/corporate/events/rapid-die-design-roadshow-with-pam-diemaker-for-catia-v5)



PAM-DIEMAKER for CATIA V5



*“The integration of die design into PLM/CAD systems will change the way die design is done in the future. Apart from the obvious cost and time savings during die design, this will enable the data management and exchange by the host system - which is an important contribution to End-to-End Virtual Prototyping,”* said **Martin Skrikerud**, Die Design and Sheet Metal Forming Product Marketing Manager, ESI Group. *“PAM-DIEMAKER for CATIA V5 helps our customers prepare for future challenges.”*

For more information on ESI's PAM-DIEMAKER for CATIA V5, please visit: [www.esi-group.com/metal-forming/catia-v5](http://www.esi-group.com/metal-forming/catia-v5)

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

#### About ESI Group

ESI is a pioneer and world-leading solution provider in virtual prototyping 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 over 750 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](http://www.esi-group.com).