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

Market Data

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Pharmaceutical machinery leader Bausch + Stroebel uses Virtual Reality to gain efficiency in engineering processes

IC.IDO allows them to predict usability issues early in the development process

Paris, France – October 8, 2013 – [ESI Group](#), pioneer and world-leading solution provider in Virtual Prototyping for manufacturing industries, announces the recent implementation of its Virtual Reality solution IC.IDO at [Bausch + Stroebel](#), world leader in pharmaceutical packaging machinery. This recent deployment illustrates the capability of [Virtual Reality](#) to help industrial clients accelerate product development processes. This also demonstrates that Virtual Reality, now widely used by large companies across the automotive and aerospace sectors, can also be successfully implemented within smaller businesses of many industry types, including the pharmaceutical industry.

A midsize business, [Bausch + Stroebel](#) serves some of the world's largest pharmaceutical companies. Bausch & Stroebel aim at delivering packaging machines providing the highest possible standard of precision, while offering the best production rates, and complying with exceptionally demanding industry regulations. They have customized their offer to match often complex customer demand: today, they individually design each machine produced for specific operations, which range from decontamination to cleaning, sterilizing, filling, closing, inspection, and many more.

Looking for solutions to gain efficiency in their engineering processes, [Bausch + Stroebel](#) have sought to find an alternative to the wooden full-size prototypes formerly required to assess assembly aspects and reachability for their machines. Today, they have invested in [Virtual Reality](#) to enable their engineers to immerse themselves in a 3D environment in which they can interact in real-time with a life-size CAD model. Using [IC.IDO](#), ESI's, [Virtual Reality](#) solution, engineers can simulate assembly & disassembly sequences of their machines, check the reachability of control elements, operate design reviews and predict possible ergonomic issues. [Bausch + Stroebel](#) have also identified the potential of Virtual Reality to share current and future models with their clients in an interactive way, so that the risk of

misunderstanding can be eliminated as early as possible, and that developments can be comprehended by everyone - not just the technical staff. According to a recent survey by Bausch + Stroebel, 98% of their clients consider that Virtual Reality is an improvement compared to the previous CAD and wooden mock-ups they used to work from.

“Our IC.IDO Virtual Reality solution allows us to work with our customers to experience and to discuss the projected plants at an early stage. Customer-specific requirements can be tested and determined early, which results in shorter completion times” says **Dr. Hagen Gehringer**, CEO of Bausch + Stroebel.



Image: Virtual Mock-Up with IC.IDO Virtual Reality solution to evaluate reachability and visibility at Bausch & Stroebel

By choosing the portable Virtual Reality system IC.Road, [Bausch + Stroebel](#) is also able to use this technology to demonstrate their products at trade shows. The system can be set-up in 45 minutes and provides an interactive environment to showcase existing and upcoming machines to potential clients.

To watch video examples of engineering developments using Virtual Reality, please visit ESI's [YouTube channel](#).

For more news or information about ESI solutions, please visit www.esi-group.com



About ESI Group

[ESI](#) is a pioneer and world-leading provider in Virtual Prototyping that takes into account the physics of materials. [ESI](#) boasts a unique know-how in Virtual Product Engineering, based on an integrated suite of coherent, industry-oriented applications. Addressing manufacturing industries, Virtual Product Engineering aims to replace physical prototypes by realistically simulating a product's behavior during testing, to fine-tune fabrication and assembly processes in accordance with desired product performance, and to evaluate the impact on product use under normal or accidental conditions. [ESI's](#) solutions fit into a single collaborative and open environment for End-to-End Virtual Prototyping. These solutions are delivered using the latest technologies, including immersive Virtual Reality, to bring products to life in 3D; helping customers make the right decisions throughout product development. The company employs about 1000 high-level specialists worldwide covering more than 40 countries. [ESI Group](#) is listed in compartment C of NYSE Euronext Paris. For further information, visit www.esi-group.com.

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