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—Red Cedar Technology's HEEDS Professional Software for Automating Design Optimization Selected Editor's Pick of the Week —

Version 3.5 of HEEDS Professional selected by Desktop Engineering's editor at large.

DUBLIN, NEW HAMPSHIRE, USA — *Desktop Engineering* magazine (deskeng.com) today announced that Red Cedar Technology's (East Lansing, MI) HEEDS Professional version 5.3 software for automating design optimization has been chosen as the Editor's Pick of the Week for June 24, 2009.

"HEEDS Professional optimizes your design optimization workflow by harnessing numerical search algorithms," says Anthony J. Lockwood, editor at large for *Desktop Engineering*. "The key to HEEDS is its SHERPA technology, a hybrid search algorithm that combines its own strategies with other known methods -– genetic algorithms, e.g. -- then leverages them all automatically and simultaneously to explore your design space and optimize the design. This phalanx of search algorithms brought to bear on a problem requires fewer iterations to converge on the optimal design because it eliminates the inefficiencies inherent in running one method over and over."

"You do not have to be an optimization technology maven to put SHERPA to use," adds Lockwood, "You set up a design optimization through a simple process. What this all means for you is that HEEDS Professional increases your productivity, reduces wasted time and money, gets products to market faster, and frees up computer resources for additional productive work."

To read the complete *Editor's Pick of the Week,* go to "Automated Numerical Search Speeds Design Optimization."

Desktop Engineering magazine, which is published monthly by Level 5 Communications, is an industry-leading media brand covering hardware and software engineering solutions for the manufacturing, medical, automotive, aerospace, consumer electronics, process, and other industries. Its readership of 63,000 is 100-percent involved in upfront design processes. *Desktop Engineering's* website, deskeng.com, is a valuable resource updated regularly with breaking news from the global engineering, design, and manufacturing industries.

"*Desktop Engineering* covers MCAD, simulation and analysis, reverse engineering, and rapid technologies for design engineers and engineering management," said Steve Robbins, executive editor. "We focus on computer technologies that enable 3D modeling and simulation."

"Each issue of *DE* offers news updates, hardware and software reviews, articles, and in-depth coverage of rapidly evolving industries," Robbins added. "*DE* delivers information that increases ROI and helps shorten time to market. Whether engineers are working on the latest aerospace project or an industrial designer is creating a new cell phone, *DE* provides solutions to their day-to-day challenges."

For more information about daily news updates, monthly updates from the magazine, and advertising opportunities, contact:

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