



Media Contact:  
JoAnne L. Catlin  
(517) 664-1137 x26  
j.catlin@redcedartech.com

**FOR IMMEDIATE RELEASE**

## **Red Cedar Technology and MSC Software Form Strategic Partnership**

*HEEDS MDO software integrates easily with MSC Adams, Nastran, Marc*

**East Lansing, MI** (February 17, 2012) – Red Cedar Technology announced today a strategic partnership with the California-based MSC Software Corporation. MSC Software's engineering simulation technology is used by leading manufacturers for linear and nonlinear finite element analysis (FEA), acoustics, CFD, multi-physics, optimization, fatigue and durability, multi-body dynamics, and control systems simulation. The company's products accurately and reliably predict how products will behave in the real world to help engineers design more innovative products - quickly and cost effectively. Red Cedar Technology's HEEDS MDO design optimization software easily integrates with many of MSC's tools, including Adams, Actran, Easy5, Marc, XFlow and Nastran.

Angelo Flemings, Vice President of Global Business Development for Red Cedar Technology, was enthusiastic about the new partnership: "We are pleased to be recognized as a strategic partner to the revitalized MSC Software Corporation. As we continue our journey as the global commercial choice for process automation and product design optimization, it is important that we have meaningful relationships with proven industry leaders such as MSC Software."

Throughout 2012, Red Cedar Technology will work directly with MSC Software and its agents to educate their installed base on the value of using HEEDS MDO to optimize models created with MSC software tools, meet challenging performance targets, and introduce robust, innovative products and parts.

### **About Red Cedar Technology**

Red Cedar Technology improves and accelerates design processes for companies facing complex product design challenges. Our design optimization software and services provide engineers with the expertise and technology to reduce product development time and achieve significant productivity gains during the design process. Product development teams worldwide use our expertise to design safer cars, engineer life-saving biomedical devices, and develop innovative structures for air travel and space exploration, among many other groundbreaking applications. For more information, visit [www.redcedartech.com](http://www.redcedartech.com).

### **About MSC Software**

MSC Software's engineering simulation technology is used by leading manufacturers for linear and nonlinear finite element analysis (FEA), acoustics, CFD, multi-physics, optimization, fatigue and durability, multi-body dynamics, and control systems simulation. MSC Software helps companies improve quality, save time and reduce costs associated with design and test of manufactured products. Academic institutions, researchers, and students employ MSC technology to expand individual knowledge as well as expand the horizon of simulation.