

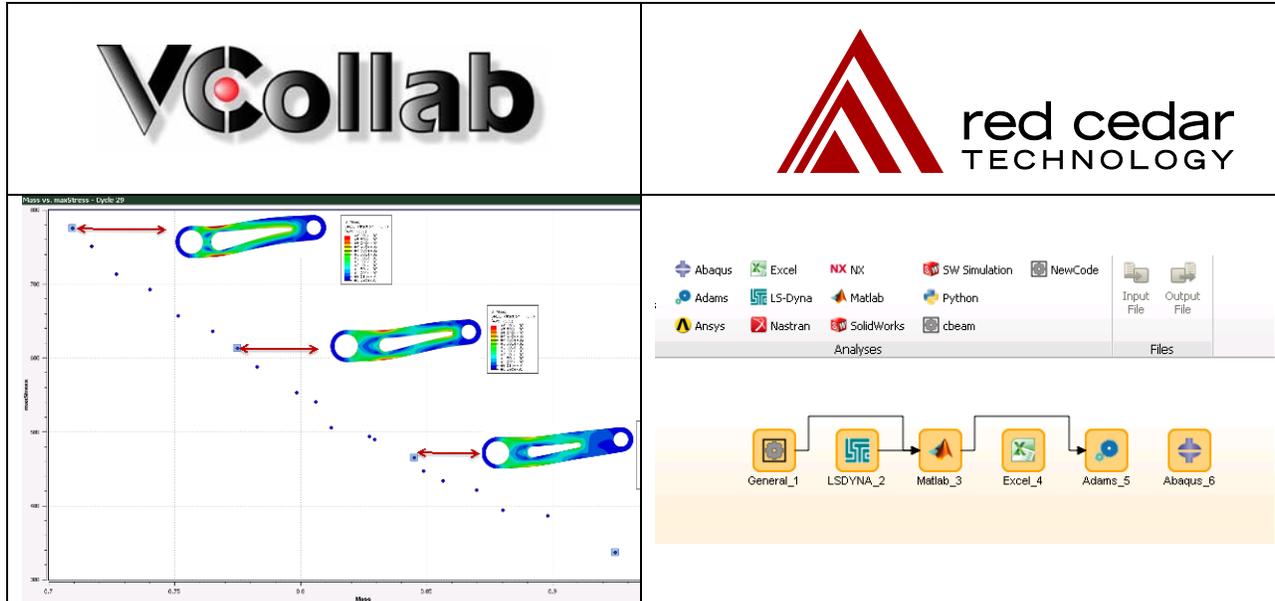
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Marketing Contact

Evelyn Enyeart

248.714.9363

evelyn@vcollab.com



VCollab and HEEDS Customers Get a Clear View of Design Optimization

Troy, MI – October 9, 2012 –

Visual Collaboration Technologies Inc. (VCTI), the creator of VCollab 3D Visual Collaboration Software for CAE, announced today that it has formed a strategic partnership with Red Cedar Technology, Inc., the developer of HEEDS design optimization software, to bring enhanced visualization capabilities to the HEEDS 7.0 software release due out this year.

HEEDS software is a leading engineering design optimization product that helps customers discover better designs, faster. With VCollab technology embedded into HEEDS, users will get a visual depiction of complex model changes that occur during design optimization studies. The images help engineers fully grasp what changes in a design deliver better performance and which ones have adverse effect or no effect.

For a given evaluation in a design study, HEEDS can invoke the VCollab application, VMove, to create a robust yet lightweight CAX file representing a particular model change. In the HEEDS POST application, users can select any of the designs generated by HEEDS and see a corresponding CAD or CAE image using the embedded VCollab Viewer. In the past, HEEDS users had to use native analysis tools and massive data files to view designs. With VCollab added, users can quickly and easily view changes directly from the HEEDS POST environment.

“You need a very big pool of good ideas to come up with one breakthrough idea. And HEEDS gives customers that pool,” said Prasad Mandava, CEO of Visual Collaboration Technologies, Inc. “With HEEDS,

customers study a plethora of good designs from a context of variables, objectives and constraints to come up with a best possible design. Where HEEDS widens the number of exploration studies that can produce the best designs, VCollab widens access to them by bringing them into view to all team players during each stage of the design cycle.”

“Adding visualization to the HEEDS design exploration process greatly accelerates experiential learning and deepens the level of review possible for any given design,” said Bob Ryan, CEO of Red Cedar Technology. “Better review inevitably produces better engineering insight and better overall designs.”

About Visual Collaboration Technologies

VCTI is the leading provider of CAE Visual Collaboration Solutions for product development industries. The company’s VCollab software is the first 3D multidisciplinary platform for CAD, CAM, and CAE visual collaboration. VCTI works with companies worldwide to develop better visualization, collaboration, sharing, documentation, and archiving solutions associated with the expanding use of simulation in industry. VCTI is headquartered in Troy, MI and has offices in Dallas, Texas and Bangalore, India, as well as a worldwide distribution network for its software products. Learn more at www.vcollab.com.

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. Learn more at www.redcedartech.com.