



IRONCAD

THE FASTEST AND EASIEST WAY TO 3D



Year in Reflection

2010 is winding down and it has been an exciting year for IronCAD thanks to all our loyal customers and partners. As the holiday season begins, we want to wish everyone a happy holiday and New Year!

This year marked a major milestone with the release of the IronCAD Design Collaboration Suite and the new IRONCAD DRAFT and Translator Bundle products. This solution offers an array of capabilities to meet designers needs to collaborate designs in 2D and 3D while being able to seamlessly share data among diverse applications. The market reception of the IronCAD Design Collaboration Suite has been excellent and we would like to thank our customers for providing valuable feedback in shaping this solution.

Moving forward into the new year, IronCAD is committed to listening to our customers to provide the most productive solutions in the market. We welcome all customers to actively participate in the IronCAD Support Community to provide valuable product feedback as well to find useful tips and tricks that can help increase your overall productivity. .

Again, we would like to take this opportunity to thank every one of our customers for your continued support and patronage. As we move

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forward, the team here is busy building on your valuable feedback so that we can continue to improve the product further and to identify ways we can better serve you in the future.

Best Regards,
Cary O'Connor, V.P. Marketing

Announcing "IronCAD Design Collaboration Suite 2011"

ATLANTA, GA. November 8th, 2010 – IronCAD, LLC, the leading provider of design productivity solutions, today announced the release of the IronCAD Design Collaboration Suite 2011. Working closely with leading customers, the new suite of products was created to offer real productivity gains to users across the product development process. The IronCAD Design Collaboration Suite is a complete range of products that include IRONCAD, INOVATE, and IronCAD's latest addition IRONCAD DRAFT. This integrated suite provides real collaboration between 2D and 3D enabling users to communicate design data seamlessly throughout their design process within their organization and beyond.

Using the IronCAD Design Collaboration Suite products, users can leverage 3D within a 2D design process, conceptualize in 3D without restrictions in the modeling history, and complete full 3D and 2D production designs.

"We are extremely excited about this new upcoming release" commented Richard Serna, Sales Director of IronCAD, "Today there are many CAD users who need to share and reuse data across multiple CAD platforms and also between 2D and 3D. The integrated 2D and 3D functionality is totally unique and enables us to deliver real productivity gains to those users keen to collaborate and share data. Add to this our complete range of add-on native translator products, we are now able to expand the collaboration process within a multi-CAD environment. The feedback from initial testing and customer surveys has been extremely positive." he continued. Click [More](#) to read the full story.



Announcing "IronCAD Design Collaboration Suite 2011 Translator Bundles"

ATLANTA, GA. December 6th, 2010 – IronCAD, LLC, the leading provider of design productivity solutions, today announced the release of the IronCAD Design Collaboration Suite (DCS) 2011 Translator Bundles. Enabling users to communicate design data seamlessly throughout their design process, the DCS Translator Bundles offer native CAD formats at an affordable price across the suite of collaboration products in addition to the large set of standard formats delivered with the Design Collaboration Suite product.

"As part of our collaborative design approach, we have always recognized that users need to share data effectively throughout their organizations and working with both the ACIS and Parasolid kernels simultaneously, we have always been able to support this approach. More recently, with IRONCAD Draft, our ability to reference and reuse 3D data within the 2D environment has taken this process forward. However, now we are set to push the boundaries one step further."

commented Richard Serna, IronCAD's Sales Director. "Today, we are excited to announce a range of translators that run seamlessly within all of our existing design products, which have the ability to read and write CAD data in all the major native CAD formats. This provides our users the ability to work dynamically, sharing data seamlessly within the multi-CAD environment that we see more and more in today's collaborative design world."

Click [More](#) to read the full story.



Updated Learning Center Videos

Visit the IronCAD Learning Center to see an array of videos that help answer those questions you always wanted to know how to do. Updated to the latest release, the learning center will help guide you in the latest version of the products.

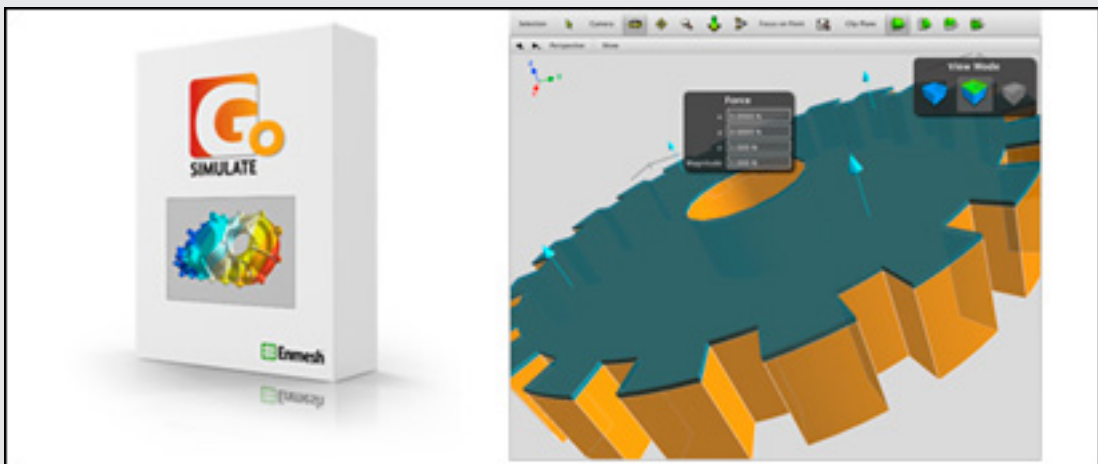
Visit: <http://www.ironcad.com/learningcenter/>.



IronCAD Solution Partner Spotlights

Enmesh GoSimulate - Simple yet powerful.

Enmesh AB, the providers of GoSimulate - Interactive CAE Simulations, and IronCAD have announced an exclusive partnership providing GoSimulate Lite free to IronCAD users. The GoSimulate direct link within IronCAD puts the possibility to conduct thermal, elastic, and thermoelastic simulations at just one click away. This enables users to completely transform the design process by directly integrating CAE in each design step. Minimize assumptions and maximize the flexibility of your design by allowing continuous simulation results to drive the process towards an optimized design. No longer let your CAE software merely verify the flaws of your finished design, but let it instead guide you all the way, even from the earliest conceptual stages...[more](#).



IronCAD Solution Partner Spotlights (continued)

DesignDataManager - Office to Enterprise Document Management.

Whether you are an individual, small business or large multinational, the information you create and maintain is one of your most valuable assets. For Engineers using IronCAD, working harder is no longer enough, in today's fiercely competitive global market you must work smarter and more efficiently. Reducing the overhead and headache of managing the data will allow your engineers more time for not only reducing design time cycles but to focus on better more innovative designs. DesignDataManager (DDM) is an affordable off the shelf product that is designed to protect the integrity of your data, streamline your engineering creation and change processes and provide you with full audit tracking, in a managed and controlled easy to use environment, Securing your investment in design by protecting your Engineering IP.

With the IronCAD Design Collaboration Suite 2011, DDM has been updated with its latest version that brings hundreds of improvements in efficiency and ease-of-use increasing its productivity in the design environment. As a IronCAD Gold Partner, users automatically receive a single seat license for free that integrates fully with IRONCAD...[more](#).



CADENAS "PARTcommunity" - Free CAD Models for IronCAD Users

CADENAS GmbH, a leading provider of strategic parts management solutions, and IronCAD have announced the immediate availability of a free exclusive online parts library, directly accessible from the IronCAD Design Collaboration Suite user interface.

IronCAD users can launch the specific PARTcommunity online library by using a ribbon bar button inside the new 2011 version of the IronCAD Design Collaboration Suite products. Directly browse catalogs or use a powerful search engine for cross-catalogs searches based on the dimensions or other technical properties of the part attempting to locate. After selecting a part, users have access to a real-time 3D preview and a summary of all its Bill of Materials (BOM) attributes. Users can then download the desired part to load into the IronCAD Design Collaboration Suite products to increase design productivity and reduce time to market by leveraging the supplier content directly into the design...[more](#).



Renderings of the Quarter; 2011 Splash Screen Winners



During the IRONCAD 2011 release cycle, IronCAD posted the “Rendering Contest for IRONCAD 2011 Splash Screen”. We received many entries and we had to narrow down the field to the top five. Submit your renderings during the next release for your chance at glory!

Submit your rendering work in the the [IronCAD Rendering Community](#).

GOOD DESIGN Award Winner - Wing Ceiling Fan

ATLANTA, GA. December, 2010 – IronCAD, LLC, the leading provider of design productivity solutions, is pleased to announce G Squared Art has won the prestigious GOOD DESIGN™ Award with the wing ceiling fan designed in the IRONCAD design solution. From the high-tech aerospace industries to manufacturers of consumer products designed for the tabletop, hundreds of the world’s leading corporations and design offices from 40 nations—from Shanghai to Istanbul—vied in Chicago and New York for the world’s oldest and most coveted GOOD DESIGN Award for 2010, which is conferred annually by The Chicago Athenaeum: Museum of Architecture and Design together with The European Centre for Architecture Art Design and Urban Studies.

Founded in Chicago in 1950 by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr., GOOD DESIGN bestows international recognition upon the world’s most prominent designers and manufacturers for advancing new, visionary, and innovative product concepts, invention and originality, and for stretching the envelope beyond what is considered ordinary product and consumer design.

In the Households Division, designer Mark Gajewski from G Squared Art in Avila Beach California designed the Wing Ceiling Fan using IRONCAD. The beauty of simplicity - the fan distilled to its essence. Its sleek sculptural appearance is a serene yet powerful statement.

GOOD DESIGN Award Winner - Wing Ceiling Fan (continued)

- Whisper quiet and a powerful air mover, very efficient use of energy
- Breakthrough in ease of assembly with no blades to attach, ready to hang out of the box
- Fans are green! Ceiling fans save energy used in heating and cooling - averaging between 15 to 40% energy savings

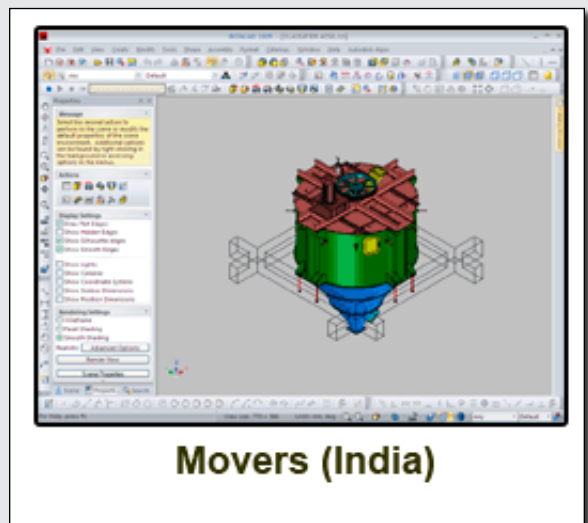
"IRONCAD provided me the flexibility and simplicity to design from concept to production of the wing fan" stated Mark Gajewski. "It's flexibility allowed me to make multiple design modifications to help sculpt the final design. In addition, using the rendering capabilities we were able to convey the realistic design visually to present and market the product prior to manufacturing" he continued...[Full Story](#).



Movers India Impresses Clients

In the year 1979, when the term globalization was an unheard of phrase, a group of technocrats with a wealth of experience and expertise behind them, were setting up a company called Movers (India) which would in due course of time, make the world sit up and take notice of it. Right from its inception, the company has always believed that nothing can stop an idea whose time has come. Ideas are the lifeline of any business, more so in an intensely competitive environment, where only the fittest and the most imaginative can flourish. While the Indian economic situation has undergone cataclysmic changes in the past decade, Movers India has suitably adapted to the changing scenario to keep in tune with market needs and aspirations.

Movers (India) has successfully rendered its services to the Process Industry for more than twenty-five years and in the process built a relationship of trust with the customer who feels a genuine sense of loyalty to the firm. Such customer relationships have been born out of successive experiences of customer satisfaction. At Movers (India) it is the ongoing creation of value that has strengthened and enriched the industry.



Core Area: Design core equipment of Ball Mills, Mechanical classifiers, Crushers/Impactors, Vertical Kilns, VSK Gearbox and Material Handling Equipment. Fully capable to design and manufacture equipment for special applications as per the customer requirements.

The Challenge:

Find a value added capability to grow their business. Shorten the product development cycle. Implement a cost effective 3D modeling solution. Leverage 3D data easily in the sales and marketing teams for pre-sales activities. The Solution:

IronCAD certified resellers "M/s Adroit Information Systems P Ltd" proposed and implemented the IronCAD 3D Modeling solution and achieved:

Reduced design time and the detailed design process. Using IronCAD's Single Scene Environment (the ability to create parts and assemblies directly in a single file) and the patented TriBall, the design team can quickly and accurately assemble components for assemblies.

Results:

After implementing the IronCAD 3D Design Solution, the design staff can easily meet the customer demands while providing a faster design turnaround. Using the IronCAD Catalogs with the ability to quickly access and reuse design data has allowed the company to gain more business.

Movers India Impresses Clients (continued)

"Our marketing team needed a different approach to handle our product line. After we upgraded to the IronCAD 3D Design Solution, we found this to be extremely helpful for us to impress our clients with their needs. Client will see their equipment's working aspects well before they have even invested in it; thereby we are able to sell the right product for the right needs. In short "We are able to visualize our ideas now". Thank you IronCAD."

- Mr. Keshav. M.N

Business Development for Movers (India)

IronCAD News Tidbits

- [IronCAD What's New Feature Documentation Available](#)
- IronCAD Expands Reseller Network in Australia
- IronCAD Extends Growth in South Africa
- Subscribe to the [2010 Announcement Forum](#) for All the Latest News!

Last Chance Year End Promotions

All customers buying IRONCAD DRAFT and the DRAFT Translation Read bundle (supporting native read of Pro/E, UG/NX, SolidWorks, Inventor, and CATIA V5) before December 31, 2010, will automatically receive the initial launch promotion price of \$595....[Details](#).

