

## ID FORUM TOKYO 2005 Highlights



### Contact think3

phone: 1.513.263.6770, ext. 200

email: [Sales@think3.com](mailto:Sales@think3.com)

### Alessi

[www.alessi.com](http://www.alessi.com)

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Over 400 captivated attendees heard the Alessi presentation.



Danilo Alliata, Alessi project manager of all new projects



Cristiano Colosio, Alessi CAD manager

### think3 Partners with Alessi to Enjoy "ExtraOrdinary" Success

The "ID FORUM TOKYO 2005" event was held on November 10, 2005 in Tokyo, Japan. It was organized by Nikkei BP, who publishes Nikkei Design, one of the most respected ID magazines in Japan. This event represents one of two major industrial design forums held annually here, the other being in Osaka. Both events average more than 500 participants, and presenters are invited from highly respected companies around the world to offer their expertise and knowledge on global ID topics. They represent various industries including automotive, consumer and heavy industry. think3 has participated in the ID FORUM since 2002.

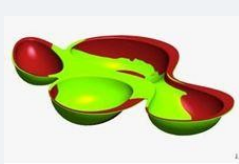
At Tokyo 2005, longtime customer Alessi's presentation "ExtraOrdinary Products with ExtraOrdinary Technology" included highlights of our ongoing partnership, products designed with think3 technology and the EU Project (European "Touch 'n Design").

Keynote speakers were Danilo Alliata, Alessi project manager of new projects and Cristiano Colosio, CAD manager. About 400 attendees were riveted during their presentation, signifying a resounding success for both Alessi and think3.

After the presentation, many of the attendees visited the think3 booth, viewing the demos and think3 technology.

### Alessi: Then and Now

Alessi was founded in 1921 in northern Italy, and manufactures copper, brass and nickel silver tableware and household products. Since the 1950s, over two hundred world-renowned designers



Alessi compensated shape



Alessi-designed steel product



Touch and Design prototype

have created Alessi products. Today, the company employs about 500 and collaborates with other companies to manufacture beautiful collections of clocks, household and bath products, among others.

Alessi uses think3 technology, thinkiD and thinkPLM, to design their products. Since 1993, all products and moulds have been designed using think3 technology. "One of the most important technology capabilities that we absolutely can't do without is think3's 'Global Shape Modeling' (GSM)." He continues, "Because many solutions are produced in only minutes, the review process for design shape is accelerated. Also, GSM is applied to solve 'springback compensation' and other Finite Element Analysis compensation, such as warping, shrinkage etc."

#### "Touch and Design," the EU Project

Alessi presenters also covered the European project "Touch and Design," organized by several partners including Alessi and think3. The project scope is to create and modify a virtual hand-made prototype in a 3-D environment. The ultimate goal is to reduce the number of hand-made physical prototypes required in the design cycle and provide design tools (CAD/CAID) that can be better used by designers and modelers. The process is:

- Shape modeling using the virtual rake
- Shape quality check: visual reflection lines, zebra lines etc., by touching the shape via virtual haptic sandpaper
- The output is the mathematical model described in a CAD surface

Mr. Colosio commented, "This project is still in progress, but I expect significant results as early as next year."