FOR IMMEDIATE RELEASE

SEEMAGE 4.0 REVOLUTIONIZES DESKTOP PRODUCTIVITY FOR MANUFACTURING USERS
New Release Transforms the Way Product Documentation Will Be Created

NEWTON, MA, – January 31, 2007 – Seemage, Inc. (www.seemage.com) announced today the immediate availability of Seemage 4.0. Seemage 4.0 makes product information everyware possible, improving product deliverables while reducing costs and improving productivity. Based on open XML standards, Seemage 4.0 imports the complete digital product definition from any 3D CAD or enterprise application into Seemage's easy-to-use content creation applications. Using Seemage 4.0, end users in any department can combine 3D design data with bills-of-material (BOM) and metadata from any enterprise system to create a broad range of product deliverables including marketing, sales, manufacturing, service and support documentation.

With over 40 new or improved features, the new Seemage 4.0 system is the most easily-deployed, most compatible, most comprehensive way for manufacturers of all sizes to increase the productivity of users who create product deliverables. Seemage 4.0 is uniquely capable of being implemented first as a desktop productivity application and then, using open XML, being non-disruptively integrated into enterprise resource planning (ERP), customer relationship management (CRM), product lifecycle management (PLM) and any other enterprise system. For content creators, Seemage 4.0 offers superior ease-of-use and flexibility in creation of lightweight outputs. End-user consumers of Seemage-created content access rich information and deliverables in precisely the way users want to: at their desktop and in common tools such as Microsoft® Office®. With Seemage, up-to-date information is available to users when, where and how they need it.

"With Seemage 4.0, we have made it possible for manufacturers of any size to quickly improve core processes in their businesses," said Chris Williams, CEO, Seemage, Inc. "The areas that Seemage improves – marketing, sales, product maintenance, manufacturing and more – contribute real savings to the bottom line. PLM systems have not been effective in bringing product data 'the last mile' onto non-engineering users' desktops. Seemage 4.0 is the answer to the frustrations of end users who require secure access to 3D design data from their current desktop environment."

Highlights of important new capabilities in Seemage 4.0 include:
- *Fully-shattered file structures*. This new capability facilitates integration with existing enterprise systems by allowing the generation and maintenance of any BOM regardless of the existence of a CAD assembly. BOM, visualization and procedures can now be delivered based on any product configuration. The problem of synchronizing product changes is solved by supporting parts and

assembly instances. A fully-shattered file structure allows for the concurrent authoring of all product deliverables.

- *Automatic creation of interactive bill-of-materials.* Creating interactive parts catalogs and BOMs has never been so easy and powerful. Instances can be identified automatically and/or reused from an ERP system. Parts catalogs and BOMs can be updated and re-published automatically when CAD and ERP data changes, dramatically reducing rework.
- *Static and dynamic clash.* All users across the enterprise can now evaluate how interference affects the assembly and service procedures they are authoring. Now, interference problems will be found before manufacturing begins or the product goes to the field. Static clash helps users obtain detailed information on an interference situation, facilitating exchanges with the extended teams.
- *Loading/Unloading on demand.* Enhances performance of the Seemage environment by permitting users to specify the active parts. Seemage 4.0 can dynamically respond to user requests to modify the presence of any component, eliminating the need for users to break models into smaller pieces.
- *Internal part culling.* After authoring content and before publishing it, Seemage 4.0 can automatically remove any unseen components therefore reducing the file size of the published content and protecting the removed parts.

Packaging and availability

Seemage 4.0 is available immediately from Seemage and its worldwide partners. The Seemage 4.0 system includes:

- *Seemage Viz*, the market-leading 3D high-performance viewing tool. Seemage Viz extends viewing with the ability to create and store custom product configurations and interactive BOMs delivered as HTML, PDF and other document formats.
- *Seemage Mockup* builds on Seemage Viz by offering multi-CAD digital mockup capabilities, the ability to create animations, kinematics and reverse-kinematics.
- *Seemage Publisher* is the most comprehensive Seemage desktop environment and offers high-raster output formats, including industry-standard scalable vector graphics (SVG) and Computer Graphic Metafile (CGM) outputs.
- *Seemage Player* is a free way to distribute Seemage-authored content. Seemage Player offers the same high level of performance as Seemage Publisher, Seemage Viz and Seemage Mockup.
- *Seemage Rights Manager* grants permissions and protects deliverables with 128-bit AES encryption.
- *Seemage Secure3D* prevents accurate dimensioning of a part while still permitting use of the information. Seemage Secure3D makes it possible for manufacturers to easily share and protect important intellectual property.

- *Seemage Clash* offers both dynamic and static clash detection of parts. Going beyond simple CAD-based clash detection, Seemage Clash makes it possible to qualify assembly and service procedures.
- *Seemage Sync* delivers sophisticated, XML-based associativity among Seemage and any number of enterprise systems. With Seemage Sync, changes in metadata, geometry, BOMs or manufacturing information can be automatically updated in Seemage deliverables, guaranteeing accurate and consistent information.
- *Seemage Importers* free your CAD data by translating it into an open XML Seemage format. All major 3D CAD file formats are supported.

About Seemage

Seemage, Inc. (www.seemage.com) has made product information available *everyware* for customers since 2002. With Seemage's system for delivering product information in exactly the right form to the right person at the right time, enterprises' investments in CAD, PLM, ERP and CRM are enhanced to deliver more value. With Seemage's XML-based, CAD-independent architecture, products are delivered faster, with higher quality and at lower cost. Seemage customers like PSA Peugeot Citroën, Renault F1, John Deere, Faurecia, Delphi, SNECMA, Alcatel Alenia Space and Thales are raising the bar on customer satisfaction through Seemage-created deliverables. Download trial versions of the Seemage system at www.seemage.com. Read Seemage's blog at www.3dmojo.com.

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