



## Press Release

For immediate release

# Noran Engineering Shows Off New CAD Based Virtual Product Testing at National Manufacturing Week 2007

WESTMINSTER, CA--(September 13, 2007) - Noran Engineering, Inc. (NEi), a global leader in the development of NEi Nastran engineering analysis and simulation software, announced that it will demonstrate new technology for analysis and simulation at the CAD design stage. The new software makes a number of simulations easier to perform and hence more practical to implement. Up to this point, certain simulations have been confined to high profile projects available only to sophisticated, expert FEA practitioners because of the level of difficulty, expense, or time required with current finite element analysis (FEA) products. NEi will demonstrate a number of recently released virtual testing tools in NEi Nastran, NEiFusion and NEiWorks that change this. These tools include Automatic Impact Analysis (AIA), Design Optimization, Automatic Surface Contact Generation (ASCG), and Hyperelastic and Composite Material modeling. Impact Analysis can be used in a variety of areas from military projectiles to product packaging to drop testing of consumer electronic products. Design Optimization can be used to find solutions when typical design parameters run counter to each other, for example, in searching for solutions to structures that are both strong and light. Surface Contact representation is essential in effecting real world fidelity in modeling assemblies and impacts. Digital prototyping technology developed by NEi for the CAD design stage enables product engineers to visualize the response of their designs to structural and thermal loads before investing in physical prototypes and testing.

NEi is at Booth # 4228 at the National Manufacturing Week 2007 Exposition September 25 - 27, 2007 at the Donald E. Stephens Convention Center in Chicago, Illinois. NEi is inviting attendees with an interest in virtual test software to sign up prior to the show at [www.NENastran.com/NMW2007](http://www.NENastran.com/NMW2007) models may be prepared which address their specific application.

### **About Noran Engineering, Inc. (NEi)**

NEi is a global leader in NEi Nastran finite element analysis (FEA) and simulation software for virtual testing of parts and products. Engineers gain design insights early in the development process with powerful analyses of responses to physical and thermal loads using quantitative visualizations of parameters like stress, deformation, vibration modes, and temperature. Companies gain a competitive edge by improving their product development process by making it faster and less costly while delivering designs that are more innovative and reliable. Website:[www.NEiNastran.com](http://www.NEiNastran.com) | Telephone: 714.899.1220 | Email: [info@noraneng.com](mailto:info@noraneng.com).

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