





The Motion Data Pipeline -- Powered by ADAMS


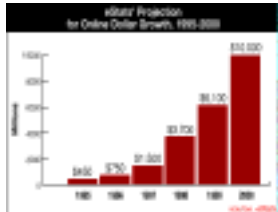
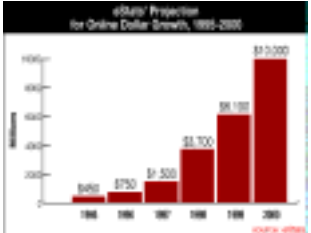

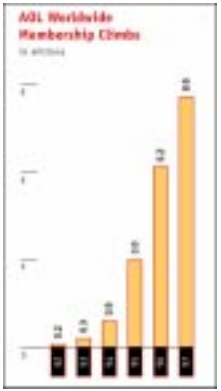



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Tom Peurach
Dan Riehl
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ADAMS Partners Program

Companies and Individuals Must Adapt for Success

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There is a Wave on the Horizon!



MOTION SIMULATION



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There is a Wave on the Horizon!



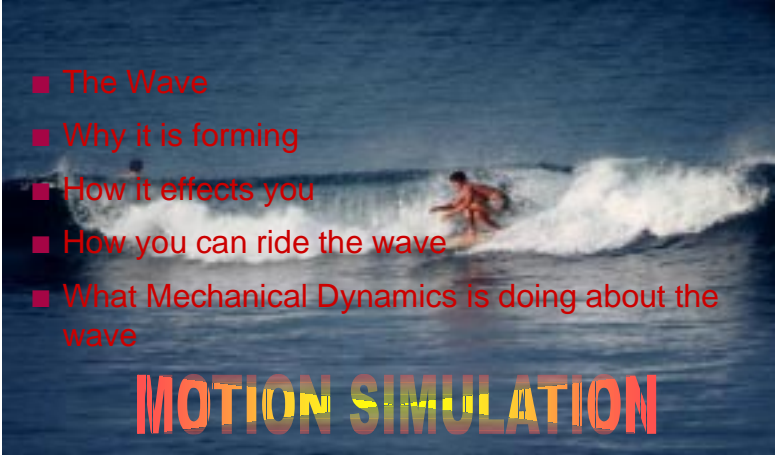
MOTION SIMULATION



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There is a Wave on the Horizon!




- The Wave
- Why it is forming
- How it effects you
- How you can ride the wave
- What Mechanical Dynamics is doing about the wave

MOTION SIMULATION




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Success Drives the Wave




- \$80M Cost Savings
- 8 Month Time to Market Savings
- \$1500 profit/vehicle.
- 50 to 31 Physical Prototypes



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Shareholders Drive the Wave



- 25% Reduction in Physical Prototypes
- Goal: Eliminate 80-90%


= \$1B



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How do you know the wave is here?

- Are you being asked to do more-and-more motion simulation?
- Do you often wish there are more than 24 hours in a day?
- Have you ever wished for a better way to get simulation done at your organization?
- Have you ever wished you had simulated something before an issue surfaced?



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These are the Questions Your Company Answers Ever Day

Does it Collide?

Does It Fit?

Design Process

Does it Work?

Are You Sure?

I'm Sure!

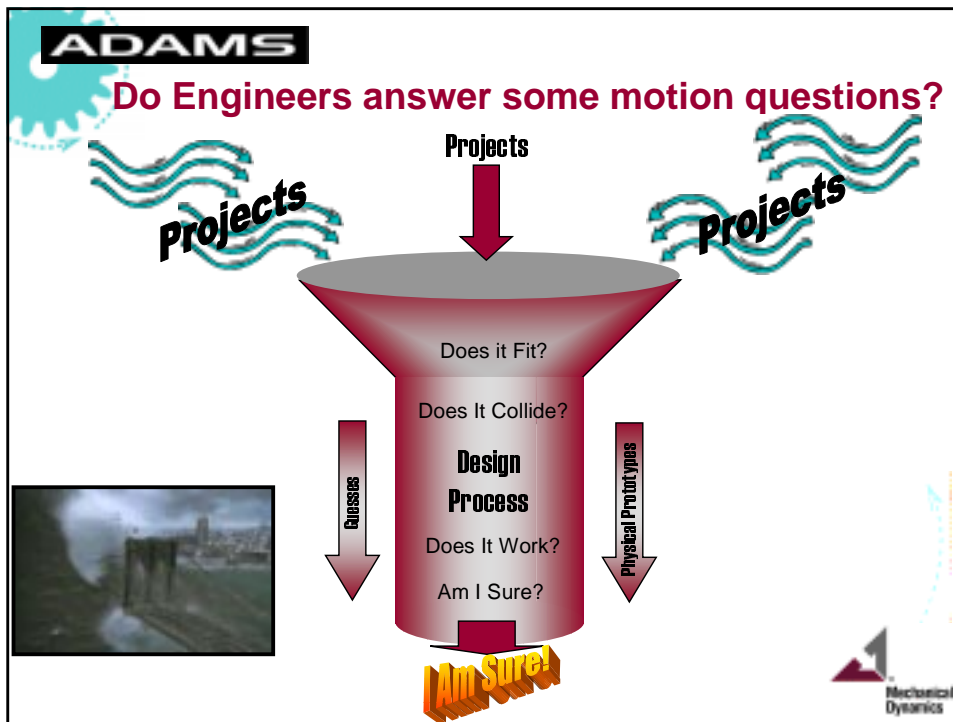
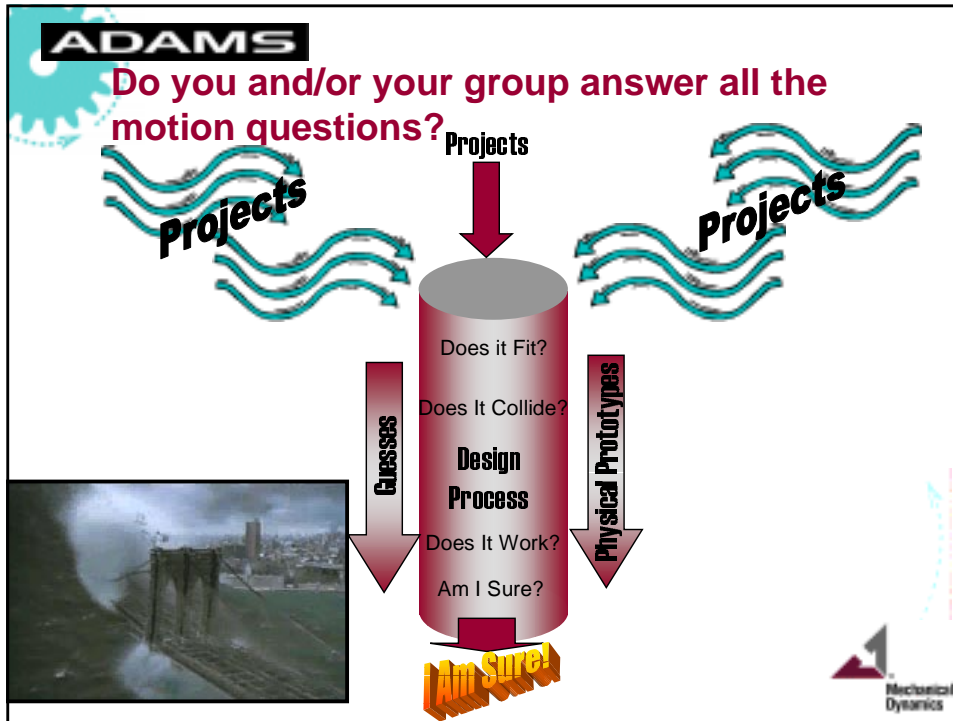
Mechanical Dynamics

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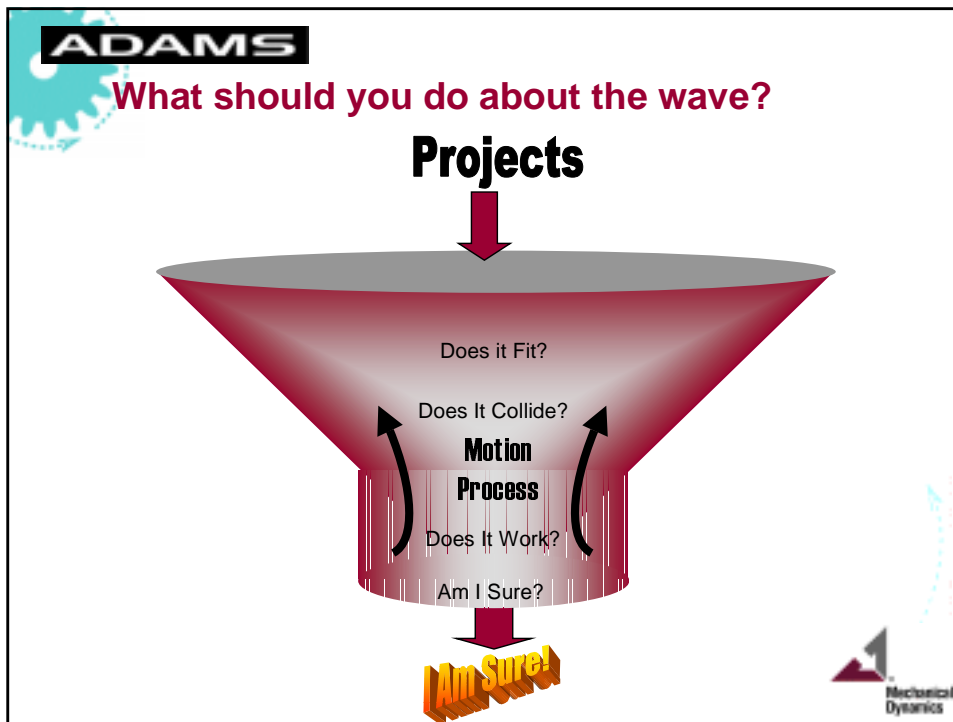
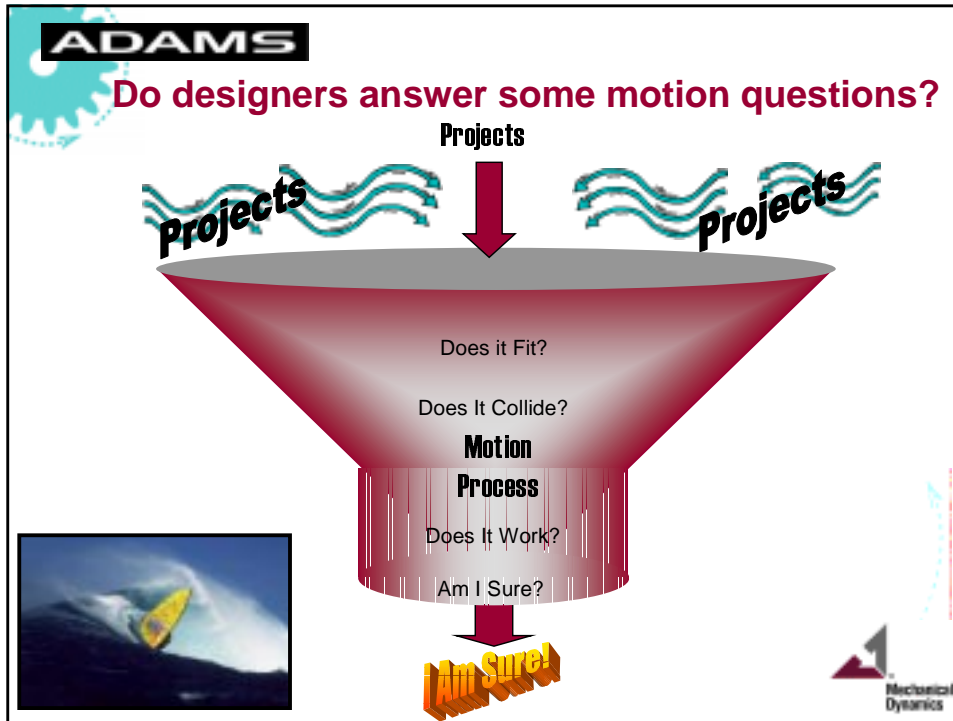
Can your process handle the wave?

Mechanical Dynamics

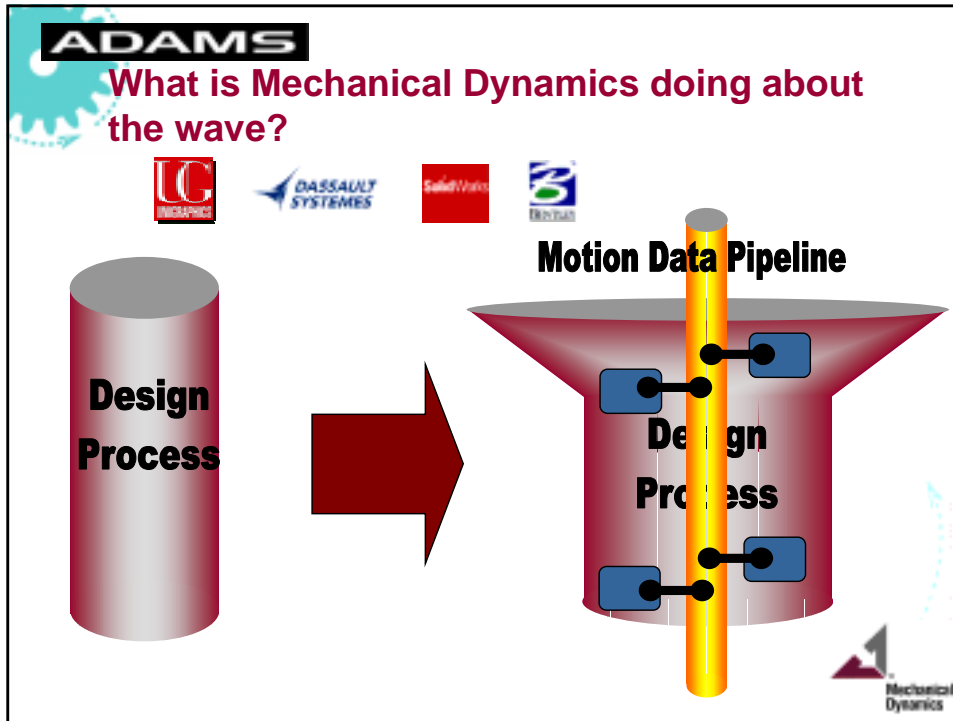
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Summary

- The Wave is here!
- The Wave is market driven.
- Mechanical Dynamics will help you!



**TALK TO YOUR MANAGER ABOUT
CREATING A SIMULATION STRATEGY WITH
MECHANICAL DYNAMICS!**

