

Joint Press Release

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Exclusive Partnership Agreement Enables UK Companies to Enhance Customer Experience from the Digital Model

Human Solutions, experts and market leaders in digital ergonomics, and Design Rule, a leading provider of end-to-end digital manufacturing solutions, have today announced their UK partnership naming Design Rule as the sole supplier of RAMSIS in the UK.

Developed by Human Solutions, RAMSIS is the world's leading 3D CAD manikin. It realistically simulates vehicle occupants and analyses the ergonomics of interiors, allowing you to ensure a high level of product maturity and already save on physical prototypes during the early development of your products on the CAD model.

“We are delighted to be partnering with Human Solutions to provide RAMSIS in the UK.” Commented Adam Bannaghan, Operations Director at Design Rule. “We already work extensively with leading manufacturers to ensure optimal product enhancement at every step of the product lifecycle, from concept through to design, production and beyond – and RAMSIS works seamlessly with the product suite we provide.”

Design Rule's existing customers are reaping the benefits of utilising digital solutions in the design stage – but predicting how a customer experiences an interior environment has always been difficult before an actual physical product is produced. RAMSIS' ability to effectively analyse the ergonomics of any interior by realistically simulating a range of potential occupants solves that issue, giving manufacturers far greater earlier insight into their product from the design phase and ultimately reducing the time to market and overall cost.

“Whether in aircrafts, trains, cars, boats, planes or trucks, the vehicle occupants' perception and experience will directly affect the success of your product. RAMSIS gives you a much greater digital view of this than any other solution available today. This solution should be essential for any company involved in vehicle interior design”, comments Adam Bannaghan.

With its digital manikin RAMSIS, Human Solutions is the world market leader for ergonomic analyses in vehicles and state of the art technology. “We are looking forward to our partnership with Design Rule. I am confident that together we will succeed in raising companies' awareness of vehicle ergonomics and thus contributing to greater safety and comfort for the drivers and occupants”, says Susanne Kiel, Senior Manager Partner Sales at Human Solutions.

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Editor's note: If you want to ensure you keep up to date with press material, opinion focussed blog content and case studies from Design Rule you can visit the company's news page:

<http://www.designrule.co.uk/news>

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About Design Rule: Design Rule is one of Europe's leading suppliers of digital end-to-end business solutions to manufacturing companies. Our long-term successful partnership with Dassault Systèmes, the **3DEXPERIENCE** company, gives our customers access to world-leading software enhanced by our local knowledge, customisation and support. For further information please visit www.designrule.co.uk

About Human Solutions: Human Solutions GmbH, based in Kaiserslautern, Germany, is the creator of RAMSIS, the world's leading digital manikin, with which vehicle interiors can be optimally designed to meet ergonomic requirements. The top 30 companies in the automotive industry work with software solutions from Human Solutions. The company also brings its ergonomics simulation expertise to other industries, including the ergonomic design of industrial workplaces. Human Solutions is active all over the world, with around 40 employees at the Kaiserslautern, Munich & Morrisville (USA) sites and partners in many other countries.

For further information please visit www.human-solutions.com

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