

Imagine
That!

Company Profile

- ▶ history
- ▶ philosophy

Imagine That!, incorporated in 1987, develops, markets, and sells simulation software.

The Company's goal is to develop and support leading edge, low cost dynamic modeling tools which can be used in virtually any field.

In 1988, the introduction of the Extend family of simulation tools revolutionized the simulation industry. Extend was the first powerful, low cost, personal computer based simulation program developed specifically for a windowing environment.

Other trend-setting firsts followed, including:

- hierarchical modeling capability
- open source code modeling components
- drag-and-drop user interface
- library-based modeling
- message-based architecture
- modules developed by third parties
- the first package < \$1,000

EXTEND™

That vision continues today with trend-setting development in the areas of user interface design, simulation modeling flexibility, and ActiveX integration.

Imagine That, Inc. maintains a full-time development staff dedicated to improving and supporting Extend. The current version of Extend (6.0) contains over 40 major new features and countless minor improvements in usability, performance, and functionality.

Currently, nine independent organizations are selling products based on the Extend simulation engine. Additional organizations have developed internal-use products or have commercial products under development.

Extend is in use by over 10,000 businesses, universities, and government organizations worldwide. Corporate and government organizations include: Procter & Gamble, Kaiser Permanente, Boeing, Accenture, the RAND Corporation, the Federal Aviation Administration, Los Alamos National Laboratory, and all U.S. armed forces (Army, Navy, Air Force, Marines, and Coast Guard). Academic customers include: Stanford University, Harvard School of Business, Georgia Tech, University of Rochester Medical Center, and Purdue University.

Imagine That, Inc. is a privately held company and is located in San Jose, CA.