

### **IMAGINE THAT! SIMULATION SOFTWARE SPEEDS AIRPORT PASSENGER FLOW** *Extend Software Used by FAA*

San Jose, California, July 18, 2002 - Imagine That Inc. today announced its Extend simulation software is being used by the FAA's Airport Security Technology Integration (ASTI) program. This program evaluates the effects on passenger flow of new airport security checkpoint equipment and procedures.

"We think this is a perfect example of how simulation software can be used to improve the flow of traffic through an airport, or any business where flow needs to be optimized," said Jim Siegrist, VP of Marketing at Imagine That! "Simulation modeling provides maximum protection with the least risk and operational impact."

#### **Why Simulation is Important**

Simulation provides a method for checking your understanding of the world around you and helps to produce better results faster. A simulation program like Extend is an important tool that can be used to:

- Predict the course and results of certain actions
- Understand why observed events occur
- Identify problem areas before implementation
- Explore the effects of modifications
- Confirm that all variables are known
- Evaluate ideas and identify inefficiencies
- Gain insight and stimulate creative thinking
- Communicate the integrity and feasibility of your plans

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#### **Where is Simulation Used?**

Examples where simulation is used cost-effectively include complex manufacturing processes to identify bottlenecks, measure cycle times, service times, queue dynamics, capacity, and productivity. You can model and control business processes to analyze workflows and human performance. Manage supply chains to move material quickly while maintaining the lowest possible levels of inventory (using Six Sigma, just-in-time, or kanban techniques). Healthcare applications include the rate of ingestion of drugs and pharmaceutical production flow and control.

Finally, simulation is an efficient communication tool to show how an operation works while stimulating creative thinking on how it can be improved.

#### **About Imagine That!**

Imagine That Inc., incorporated in 1987, is the leading developer and supplier of simulation software. The Extend™ family of simulation tools allows dynamic modeling of processes in virtually any field. You can test hypotheses and explore new processes without having to run pilot programs. For additional information, visit [www.imaginethatinc.com](http://www.imaginethatinc.com).