

Indiana University-Purdue University Using Imagine That! Simulation Software to Educate Engineers

Extend Software Used to Build Real World Models

San Jose, California, August 13, 2002 - Imagine That, Inc. today announced its Extend simulation software is being used by Indiana University-Purdue University to train engineers to improve industrial processes. The software allows students to develop models of real world processes, then run "what if" scenarios to see the impact of changes. The students use the software to transform the art of managing process change into a science.

Academia Versus Real World

"...saved their employers considerable expense using the **Extend** simulation tool."

According to G. Allen Pugh, Professor of Industrial Engineering Technology at Indiana University-Purdue University, "What an academic finds useful is not necessarily what works well in the industrial world. So how does a professor judge the power and usefulness of products? One of the most valuable ways is unsolicited feedback from students who have graduated and become practitioners. Of all the simulation tools I have used, only one has gotten consistently positive feedback. Engineers a mere year or two out of school have marched proudly into my office to announce that they have saved their employers considerable expense using the Extend simulation tool."

In addition to improving manufacturing processes, the software can help in managing the supply chain. Models can be built to help control inventory by managing logistics, transportation, and warehousing of parts and materials. Using a model to simulate the supply chain helps companies and their suppliers to reduce inventories significantly, which translates into substantial cost savings.

Intuitive and Flexible

The Extend simulation tool is available for both Windows and Macintosh platforms. The interface is intuitive. Both continuous and discrete models may be constructed by selecting icons from libraries and drawing connections between them. Most students can build simple models in minutes. Using the same intuitive approach, corporate users build models of significant complexity. Extend also allows users to build customized components for unique situations.

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.