

OPTIS opens new UK operations on Daresbury Science and Innovation Campus



OPTIS Simulation courtesy of Bentley Motors

Toulon, France – Tuesday 25th October 2011 - OPTIS, world leaders in the simulation of light and visual perception, have chosen to locate their UK operations on Daresbury Science and Innovation Campus to maximize collaborative opportunities with the Virtual Engineering Centre, also based on the campus.

OPTIS UK has established this strategic partnership with the Virtual Engineering Centre to access the unique computing power and technology available through the Centre. Providing an improved platform to deliver greater expertise and support to their existing client base, which includes Bentley Motors and Jaguar Land Rover, the partnership will also provide development opportunities in new markets. The Virtual Engineering Centre is a private-public partnership committed to advancing the use of Virtual Engineering techniques and advanced modelling and simulation, to enable business growth and competitiveness.

OPTIS Business Development Manager (VR), Chris Grieve said: "This partnership allows us to showcase our products and capabilities through the custom designed Virtual Reality demonstration facilities and

expertise at the Virtual Engineering Centre, and gives us the capability to support our clients by providing greater simulation performance. Working with the Virtual Engineering Centre will also provide opportunities for OPTIS to develop our UK business into markets such as the aerospace and defence sectors”.

Dr. Gillian Murray, Operations Director at the VEC commented: “We are delighted to be working with OPTIS and supporting the establishment of their UK operations. The move confirms our unique model which enables business to access the latest tools, techniques and expertise to encourage them to adopt Virtual Engineering techniques and enhance their ability to compete in highly competitive global markets.”

OPTIS UK will be presenting at the Virtual Engineering Centre’s inaugural annual workshop which will be held at the Daresbury Science and Innovation Centre on 25 and 26 October.

About OPTIS

OPTIS is the world leading software editor for the scientific simulation of light and human vision within a Virtual Reality Environment. Its solutions allow designers, ergonomists and engineers to simulate and optimize lighting performance, product appearance as well as the visibility and legibility of information on Human Machine Interfaces, in a fully-immersive environment.

Since integrating its SPEOS solution in SolidWorks in 2001, CATIA V5 in 2002 and Pro/ENGINEER in 2008, OPTIS is still the only company to provide a light simulation solution fully based on a physical model inside a CAD/CAM software.

OPTIS has delivered more than 6000 licences to 1600 customers in 36 countries worldwide. Users include most of the major automotive, aerospace, electronics, white goods and lighting manufacturers, as well as architects, universities, research laboratories and defence agencies. They use the SPEOS technology to design, simulate and visualise in a Virtual Reality environment, products as diverse as automotive lighting, mobile phone screens and keypads, dashboard and cockpit displays, LCDs, LEDs, luminaires, military detection systems and optics for industrial vision, defence and medical applications.

More information can be found at <http://www.optis-world.com>
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About the Virtual Engineering Centre

The Virtual Engineering Centre is a University of Liverpool initiative in partnership with the Northwest Aerospace Alliance, the Science and Technologies Facilities Council, BAE Systems, Morsons Projects and Airbus. Located at the Daresbury Laboratory of the Science and Technology Facilities Council, the Virtual Engineering Centre is partially funded by the Northwest Development Agency (NWDA) and European Regional Development Fund (ERDF).

The Virtual Engineering Centre is committed to advancing the use of Virtual Engineering techniques and advanced modelling and simulation to enable business growth and competitiveness.

For more information about the Virtual Engineering Centre, please contact Lynn Dwyer on 01925 864853 or email lynn.dwyer@liv.ac.uk

