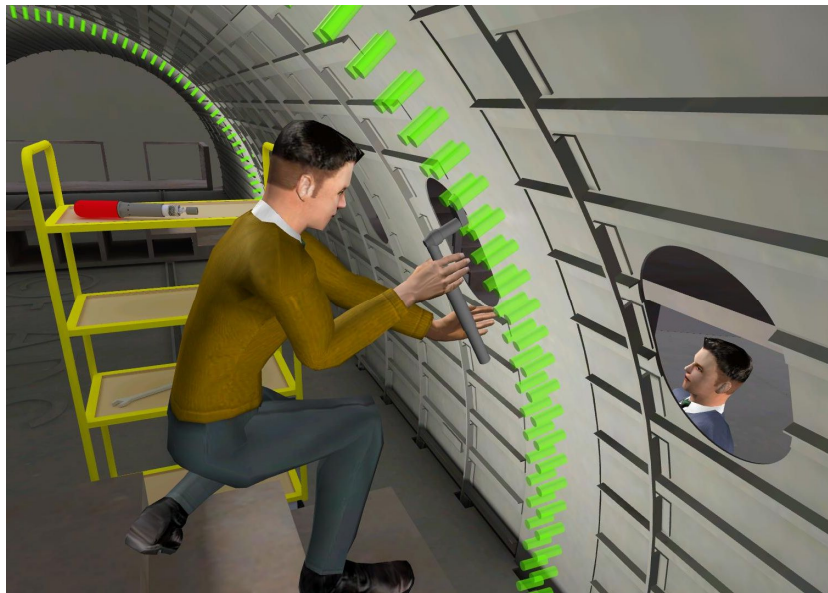




# PRESS RELEASE

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## **OPTIS and EADS receive the ‘coup de cœur’\* prize from France’s largest management association for their collaboration on the RHEA virtual reality platform**



**Toulon, France - 30 September 2011** - The observatory of France’s largest top management business association, the MEDEF, has awarded the ‘Coup de Cœur’ prize to the EADS et OPTIS partnership, in recognition of their strategic partnership on the RHEA virtual reality platform.

The members of the jury of the MEDEF Innovation Club congratulated EADS and OPTIS for their virtual reality technology RHEA, which places the human being at the centre of the design.

This collaboration aims to transfer to OPTIS the industrialisation, commercial deployment and the sharing of long-term development of RHEA.

Developed and finalized by EADS Innovation Works over the past five years, RHEA, meaning « Realistic Human Experiment Analysis » enables real people to virtually test a full scale product, environment, or assembly line to optimize its ergonomics, accessibility and maintainability.

Designers and ergonomists can take the place of the future pilot, crew member, passenger or technician, to experience various tasks and explore a series of technical solutions by interacting directly with the digital mock up. To ensure that the analysis is pertinent, the application enables the designer to put the product into context by adding external environments and trajectories. A scenario management module completes the platform. A semi-automatic process transfers even the largest models of CAD data quickly to the VR environment.

Already deployed by Airbus in Toulouse and St. Nazaire (France), and Hamburg (Germany), the R.H.E.A platform is now an integral part of the design and manufacturing process on the new Airbus A350 aircraft. R.H.E.A is also ready to be deployed by Eurocopter and Astrium.

Allowing decisions to be taken very early in the design process, this technology can be applied across various industries, whenever taking into account human interaction with a complete environment is critical to the final design. R.H.E.A also enables assembly and maintenance personnel to train on a product that would normally be difficult to access.

OPTIS, a leading worldwide provider of solutions for the modeling of visual ergonomics and optical simulation, adds its competencies in human vision simulation and physics based virtual prototyping in order to reach an equaled level of realism and accuracy.

Jacques Delacour, Founder, CEO and President of OPTIS, said: *"This partnership is an important milestone for OPTIS: Thanks to our unique know-how in optical simulation, we can now address the worlds of simulators and virtual reality. The availability of the R.H.E.A platform completes our offer and enables us to propose a global solution to our customers with immediate effect. The confidence that EADS shows OPTIS via this partnership confirms our desire to offer physical solutions, which enable product designers to take critical decisions by the means of virtual reality."*

Didier Guedra-Degeorges, Vice President for Structure Engineering, Production Processes & Aeromechanics at EADS Innovation Works said: *"This partnership will ensure a proper dissemination and support of this advanced technology over the complete EADS extended enterprise. It's part of our mission not only to create differentiating technologies for EADS but also to implement them in an industrial supply chain. In addition, based on the international OPTIS commercial coverage (USA, Japan etc) we are confident that multi-sectorial applications will quickly demonstrate the huge potential of the R.H.E.A platform."*

\* Coup de Coeur can be loosely translated as 'love at first sight'

## **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, defense and medical applications.

More information can be found at <http://www.optis-world.com>

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## **About EADS Innovation Works**

EADS is a global leader in aerospace, defence and related services. In 2010, the Group – comprising Airbus, Astrium, Cassidian and Eurocopter – generated revenues of € 45.8 billion and employed a workforce of nearly 122,000.

EADS Innovation Works is the EADS Group's global research and technology network. In addition to primary locations in Munich/Ottobrunn and Paris/Suresnes, it also has branches in Getafe, Spain; Newport and Filton, U.K.; Toulouse, Nantes and Méaulte, France; Hamburg, Bremen and Stade, Germany; Singapore; Bangalore, India; Beijing, China and Moscow, Russia. Altogether, the EADS Innovation Works international network employs more than 700 people.

More information can be found at [www.eads.com](http://www.eads.com)

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