LATTICE3D
CASE STUDY

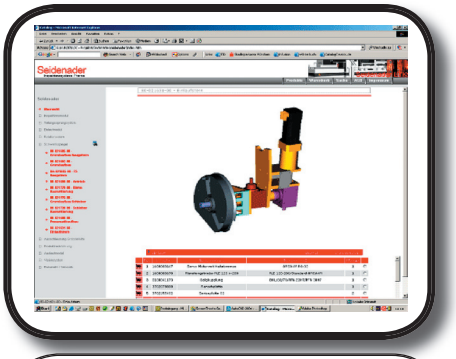
# XVL Compression Allows Seidenader to Publish Digital Catalog in 3D

***3,000-Part Catalog Completed in 6 Days***

By Brett Duesing

SEIDENADER

German mechanical engineering firm Seidenader GmbH had spent years drawing its parts in 3D form using SolidWorks. Benno Macherhammer, managing director of the IT department of the pharmaceutical machinery maker, thought it was obvious that the same graphics should be used in the company's spare part catalogs.



*Seidenader's digital catalogs were published with CatalogCreator, which uses XVL technology to display the 3D examples.*

"The standard answer was to invest an enormous amount of time converting our existing 3D data into 2D technical illustrations for catalogs. But that simply did not make sense to us. With this idea in mind, we learned about XVL technology, which provides a perfect translation of our SolidWorks designs into highly compressed 3D models. When we saw XVL in use in CATALOGCreator, we were completely sold."

CATALOGCreator, a German-designed software tool, functions as a blank electronic template for product and spare parts catalogs. Instead of a bulky printed document, customers receive a CD-ROM with technical illustrations hyperlinked to specifications and pricing attributes. The most advanced feature of these digital catalogs is the fact that the illustrations retain the third-dimensional volubility of the original CAD models. Customers can view all sides of the visual example to confirm they are ordering the correct part. The vendor, by using its CAD work directly as catalog graphics, saves the time and effort by not having to re-create a new set of drawings.

The compression technology of XVL (eXtensible Viewing Language) enabled Seidenader to publish its SolidWorks designs directly into catalog CDs. The 3D CAD files, normally too massive to be reused outside the engineering department, truncated to just one percent of the original size when translated into a XVL 3D model. The XVL compression, developed by Lattice3D, is compatible with most common 3D CAD formats.

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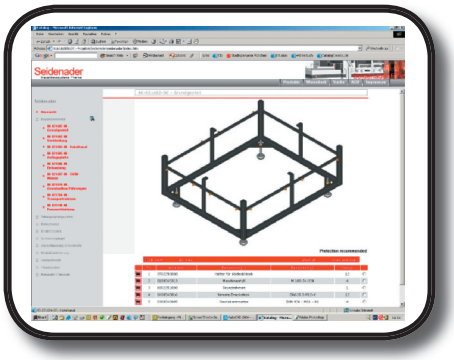
Seidenader installed CATALOGCreator just a slim four weeks before the beginning of the Interpack 2005 Conference in Düsseldorf, an international fair for the packaging industry. “At first we were skeptical whether there would be enough time. But we were even more incredulous that after just six working days, we had our first 3D catalog,” Macherhammer explained. “Included in these six days was the training of the Seidenader staff, all the layout adjustments, the definition of an optimal workflow and a full factory collection of approximately 60 assemblies and about 3,000 parts.”

To publish the catalog, Seidenader staff simply entered the engineering department’s existing stock of 3D part data (compressed through XVL) and the existing price lists (in the form of Excel spreadsheets) then linked the drawings and attributes together inside CATALOGCreator. The application hyperlinks the models and attribute information, so customers may simply click on XVL models to see a price table. The finished catalogs contain user-defined controls, and can be set to operate through factory touchscreens. Because Seidenader furnishes all its automated manufacturing clients with remote online maintenance, the spare parts can be immediately ordered through the same program.

Seidenader unveiled its new catalog CDs at Interpack with enthusiastic response from its pharmaceutical clients, who viewed the new format as a vast improvement -- an easier method to find and order parts combined with 3D visual examples of an amazing clarity. Little did they realize, the new format was Seidenader’s publishing shortcut.

About Lattice3D




*The 3D-data was compressed from the original engineering documents, drafted in the CAD system SolidWorks*

With over 250,000 users at over 2,000 companies, Lattice3D’s software enables customers to extend their existing 2D & 3D data beyond engineering and into the all aspects of their enterprise – ‘3D Everywhere’. Lattice3D’s applications publish interactive 3D documents; printed, digital or web documents directly from CAD drawings and its unmatched compression ensures the documents are easy to transfer or share for communication and collaboration. These award-winning solutions increase productivity, improve processes and lower costs by enabling rapid re-use of 3D CAD data for design review, parts lists, procurement, tech documents, training materials, communications, assembly process definition, quality assurance, packaging design, web sites and more.

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The company is part of a privately-held group founded in 1997 and headquartered in Silicon Valley and Tokyo. For more information, visit www.lattice3d.com.



About CATALOGcreator

CATALOGcreator software provides single source publishing – database-based assembly of technical information, spare part catalogues, as well as of maintenance instructions. CATALOGcreator is a easy-to-use, comprehensive solution for creating electronic product catalogues and spare part catalogues, intelligent and interactive service information systems, technical documentations, training documents. CATALOGcreator is the efficient standard tool for any company that must frequently to produce different documents on the basis of the same information. For more information about CatalogCreator software, please visit http://www.catalogcreator.de.

About Seidenader Gmbh

For more than 100 years, Seidenader has been committed to manufacturing quality equipment for the pharmaceutical industry. Expertise on material handling and inspection of a vast variety of pharmaceutical containers for both liquid and dry sterile products, combined with the experience and suggestions of our customers, has helped us to create a full line of automatic inspection machines. All of the machines manufactured by Seidenader fulfill the most stringent requirements of the pharmaceutical industry for the reliable detection of particles and cosmetic and functional defects. To learn more about Seidenader Mechanical Engineering GmbH, please visit http://www.seidenader.de.

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