

# Straight Talk from 3D CAD Users

Hear what designers are saying about Pro/ENGINEER®



**DID YOU KNOW**

“Upon finishing concept design, I usually output the BOM before meeting with our customers. Being able to do this at the push of a button with Pro/ENGINEER allows me to always be well – prepared for my meetings, and to impress our customers with systematic proposals.”

Kim Sook Goo of R&D Plus Co. Ltd. – a leading manufacturer of small appliances in Korea, has been working with Pro/ENGINEER for more than decade, and strongly favors the software over other CAD systems he has tried, such as AutoCAD® or I-deas®.

Mr. Kim says that Pro/ENGINEER contains so much powerful functionality that it provides a clear competitive advantage for his company, but at the same time, from a user perspective, it is so surprisingly easy to use – especially for “freshmen” who have never worked with a 3D CAD system before.

“From concept design to manufacturing, we are successfully using Pro/ENGINEER throughout our whole product development process,” explains Mr. Kim. “The product provides strong functionality out-of-the-box, as well as refined modules for specialized tasks that are all integrated and work very well together. This allows us to have a development process that is smooth, fast and error-free.”



Kim Sook Goo, President  
R&D Plus Co. Ltd.  
Bucheon, Kyunggido, South Korea

## Why Pro/ENGINEER is So Effective

“Maybe the best way to describe working with Pro/ENGINEER is that it is convenient. This convenience starts with its ease of integration – learning the software has only taken me a month and a minimum of training. At the same time, Pro/ENGINEER offers a wealth of powerful functionality that helps me complete any task with ease – no matter how complex.

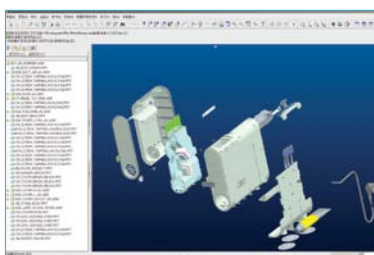
The Feature Recognition Tool is especially important for me. With this tool I can replace imported geometry (STEP and IGES files) – generated from the CAD systems of our suppliers – with content-rich Pro/ENGINEER features. This process is fast – it spares me any manual remastering effort and allows me to leverage this third-party data for down-stream product development tasks, such as analysis and manufacturing.

Also, the fact that we can easily reuse our 3D models for creating sales and marketing materials is very valuable to us. With the rendering capabilities of Pro/ENGINEER, for example, I don’t need to be a specialist in photorealism to create beautiful images from our models to be implemented in the brochures for our appliances.

Last, but not least, I would like to mention that upon finishing concept design, I usually output the BOM before meeting with our customers. Being able to do this at the push of a button with Pro/ENGINEER allows me to always be well – prepared for my meetings, and to impress our customers with systematic proposals. This is an important aspect for us since it helps us be customer-oriented and thus successful in our business.”



R&D Plus designs innovative products...



...and Pro/ENGINEER helps them to complete any design task with ease.