

PRESS RELEASE

World's First Virtual Centre for Simulation Services Launched

Today sees the launch of Sim-Serv (Simulation Services), the first of two multi-million Euro projects funded by the European Commission. Both projects cover new ground in bringing technical services and guidance to European manufacturers through the Internet.

The projects aim to improve the efficiency and effectiveness of manufacturing within the member states. Sim-Serv will provide easy access to new-generation, sophisticated models and simulations, which are judged to be key enablers in the drive to achieving higher-efficiency in manufacturing operations.

Visitors to www.sim-serv.com will find a user-friendly, one-stop advice centre designed to inform and guide organisations looking to improve their manufacturing process using techniques involving simulation. The site has come about, to help meet growing demands for clean manufacturing and customer responsiveness, all carried out to an unprecedented standard of excellence.

For users, the service offers full support and advice at no cost and includes:

- a quick reference guide to the best simulation suppliers in any one specific industry, from Chemicals through to Automobiles,
- a call centre providing expert, non-biased advice on which techniques are available to solve their problems, the most cost-effective options and guideline figures,
- support from initial stages of enquiry to implementation and installation of software
- self-evaluation facilities for users to investigate the likely scope for improvement.

Simulation solution providers, equipment suppliers and software developers can become members of Sim-Serv alongside users, where they may work together in conceiving tomorrow's solutions.

Peter Breger of the E.U. 'GROWTH' programme embraces the project initiative: "By providing advanced, supporting techniques in a convenient-to-use form over the Internet, we hope to reach manufacturing enterprises both large and small, dispersed all over Europe. Service provision in this way is now becoming a practical reality which will help to set new industry benchmarks, eradicating weaknesses and contributing to increased productivity, efficiency and profitability."

Membership details are available by visiting www.sim-serv.com or by emailing info@sim-serv.com

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About Sim-Serv:

- The project is headed up by VTT, one of the largest research organisations in Europe. London's City University will also play a key role in the core team, specialising in virtual communications to establish closer links with the process industries, and German's largest simulation supplier, SDZ (clients include Volkswagen and DaimlerChrysler), will provide expert, hi-tech services.
- The second project, Max-Serv will be launched mid-summer.

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