

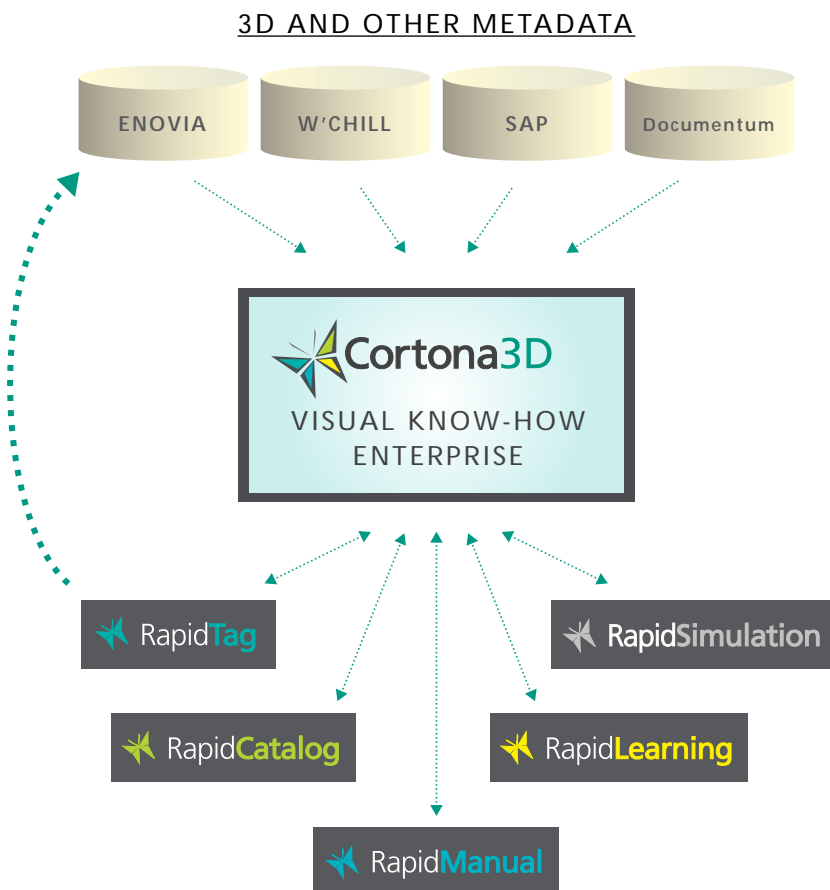
FAST FEEDBACK FROM THE FIELD

In the traditional manufacturer/customer relationship, the manufacturer delivers a product to the customer and the customer's employees maintain and modify the equipment during its lifecycle. Feedback information is unstructured and difficult to store and analyze. Information about operation, maintenance and repair of the equipment—though sometimes mandatory—is collected by customers in an ad hoc way.

Cortona3D RapidTag is the first tagging enterprise solution that allows users in the field to attach operational information to parts/assemblies and feed it back to a central data repository for analysis and troubleshooting.

STRUCTURED FEEDBACK STORED CENTRALLY FOR ANALYSES

- **3D Data Repurpose Layer:** CAD data is repurposed and customer-specific metadata, or part metadata, is modified.
- **End User Application Layer:** Provides the user interface to the 3D and allows metadata to be attached or linked to the 3D parts data.



THE IMPACT IS POWERFUL!

A wide variety of use cases can be identified where data communication between end users and manufacturers can add value and provide significant revenue opportunities as well as cost savings through improved efficiencies.

BENEFITS AT A GLANCE

- **Product innovations and enhancements**, geared specifically to market requirements, are enabled due to real-time user feedback to product development.
- **Collaborate, analyze and troubleshoot** information gathered from all users.
- **Structured feedback** of information, ie: equipment parts/assemblies, from users in a set format.
- **Central repository** for all feedback from multiple users.

WHO USES OUR PRODUCTS?

- Airbus
- Oracle
- BMW
- Sukhoi
- Ford
- ABB
- NIST
- US Army
- Boeing
- NASA

