

## In the Spotlight!

### CADKEY, INC. Opens European Subsidiary

CADKEY Europe, B.V., a Netherlands corporation and wholly owned subsidiary of CADKEY, INC. will host an Open House at its new offices at Zettachring 6 (Businesspark), Stuttgart, Germany, January 13-15, 1991. CADKEY Europe represents a new thrust by CADKEY to increase its presence in the European market.

CADKEY Europe plans to implement a three-stage strategy for increasing CADKEY's presence in Europe, all designed to bolster and support the highly successful efforts of CADKEY's existing distributors. Stage One: strong technical staff. Stage Two: new business development unit. Stage Three: marketing group dedicated to unifying and coordinating CADKEY's international marketing program.

### Dale Arseneault To Lead DataCAD Team

Scott Wilkman, National Sales Manager, has announced the promotion of Dale Arseneault, to A/E/C Sales Manager. Dale, formerly Regional Manager for CADKEY Sales in the Upper Midwestern states, will be responsible for DataCAD sales nationwide. The DataCAD support team includes Dawn Wynkoop, Inside Sales; Clay Rogers, Product Engineer; Mark White, Applications Engineer; Mark Hyjek, Technical Support, and Michelle Eichelkh All, Customer Service.

### Welcome Ann Mackinnon and James Aluotto

Ann Mackinnon, formerly of Anderson O'Brien, St. Paul, Minnesota, has joined CADKEY, INC. as Regional Sales Manager for the Upper Midwestern states: Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin. Ann will be based in Minneapolis, Minnesota.

James Aluotto, formerly of Tangent Computer Graphics, Flanders, New Jersey, has joined CADKEY, INC. as Regional Sales Manager for the Middle Atlantic states: New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, Virginia and West Virginia. Jim will be based in Budd Lake, New Jersey.

### New Vendor-Relations Manager

Jeff Weyman, formerly Regional Sales Manager for the Asia-Pacific area, is now Vendor-Relations Manager. Chris Penna, formerly Third-party Product Manager is now an Applications Engineer.

### Applications Engineers Support Specific Territories

Bill Boland, Applications Engineering Manager, announced that CADKEY Applications Engineers now support specific territories as part of the National Sales Department. Chris Penna: Eastern states; Scott Licursi: Midwestern states and Canada, and Bill Boland: Western states and government accounts.

### Success Story

On March 14, 1990, the Canadian Automated Manufacturing Show held in Montréal, Québec, Canada, provided a spectacular example of the power and speed of CADKEY<sup>(R)</sup> in manufacturing. TECHNIDUSTRIE, a Canadian CAD/CAM association, sponsored a seminar on CAD/CAM/CIM, including a demonstration of the complete design-through-manufacturing process. The demonstration included an open competition in which a number of companies participated, including CISIGraph showing STRIM 100<sup>TM</sup>, ICAM Technologies showing AutoCAM<sup>TM</sup>, and Lemire & Habrich/IBM showing CATIA<sup>(R)</sup>. Centres Canadiens CAO/FAO, Inc. used CADKEY and SmartCAM<sup>TM</sup>.

The association developed a benchmark part which included a complex surface blend composed of multiple fillets. Each participant was supposed to create the part "live" in front of

show attendees. But, as it turned out, Centres Canadiens was the only participant that actually demonstrated live. Moreover, Centres Canadiens was the only participant able to produce the complete part.

The complex surface blend (in machining terms, a gradient with a corner radius blend) stumped the competition, but Applications Engineer Sylvain Trudel completed the project, design to manufacture, in just one hour. The project was later shown in their booth for added impact.

Ron Lepore, CAD/CAM R&D Coordinator at Vanier College, Montréal, confirmed that CADKEY and SmartCAM were the only PC-based software entry in the competition. "This competition demonstrated that a PC-based CAD and CAM package can outperform a mini- or mainframe-based system," Ron said.

Jean-Marc Fillon, President of Centres Canadiens CAO/FAO, credited his company's success to CADKEY and SmartCAM's speed and flexibility that gave them the confidence to do it live.

### Dealer Training

CADKEY:	2/4-6/91, 3/4-6/91, 4/1-3/91.
DataCAD:	1/14-16/91, 2/11-13/91, 3/25-27/91, 4/22-24/91.

### U.S. Trade Show Update

**National Association of Home Builders '91**, Jan. 18-21, Congress Center, Atlanta, GA, Booth #1752.  
**FOSE '91**, Mar. 4-7, Washington, Convention Center, Washington, DC, Booth #G4220.  
**WESTEC '91**, Mar. 18-21, Los Angeles Convention Center, Los Angeles, CA, Booth #P699.  
**ITEA (International Technology Education Association)**, Mar. 19-20, Salt Palace Center, Salt Lake City, UT, Booth #620 and #622.  
**National Design Engineering Show NDES '91**, Apr. 8-11, McCormick Place, Chicago, IL, Booth #211.

### International Trade Show Update

**MICAD '91**, Feb. 11-15, Paris, France, SYSECA.  
**Constructique '91**, Mar. 6-8, Paris, France, SYSECA and ABACAD.  
**CeBIT '91**, Mar. 13-20, Hannover, Germany, SOFT-TECH.

### Third-party Software Seeking Testers

#### CADKEY-related

MULTICADL ROBOT SIMULATOR<sup>TM</sup>, MULTICAD Studio, Ltd., 1089 Budapest VIII Einök u 1, Hungary. Telephone (from outside of Hungary): 361-113-8217. FAX: 361-113-9537. English-speaking contact: Gábor Benjámín. See brief third-party news story in **3-D WORLD**, January/February 1991. More detailed description to appear in March/April issue.

#### DataCAD-related

World View<sup>TM</sup>, rendering software, New World Graphics, Inc., 424 Third Avenue, Knightdale, North Carolina 27545. Telephone and FAX: (919) 266-3244. See third-party news story in **3-D WORLD**, March/April 1991.

#### Other Third-party News

#### VDAFS - A New Interface for CADKEY

VDAFS<sup>TM</sup>, a DIN-standard neutral format used by the German automotive industry for the exchange of geometric data, especially free surfaces (DIN 66301), now integrates with CADKEY through CADL. For information, contact CGA Dr. Benz Technologiezentrum Mainz, Galileo Galilei Strasse 10, D-6500 Mainz 42, Germany. Telephone (from outside of Germany): 49-6131-506840. FAX: 49-6131-506819. English-speaking contact: Dr. Dieter Benz.

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