

## **CREATIVE DEZIGN CONCEPTS TO PRESENT ITS DSM (DIGITAL SHAPE MODELING) REVERSE ENGINEERING PRODUCT FOR LASER SCANNING INSIDE OF SOLIDWORKS 2010 AT THE 2009 PRI SHOW**

*DSM integrated software allows users to perform feature based reverse engineering from laser scanned data directly inside the SolidWorks environment.*

**Mooreville, NC December 2009**— *Creative Dezipn Concepts Inc today announced the release of DSM, the world's first, feature based reverse engineering product for laser scanned data, entirely inside of SolidWorks 2010 3D mechanical design software and it will be featured at the Performance Racing Industry Show, PRI, in Orlando, Florida on December 10 -12 2009 in booth 1755.*

Creative Dezipn Concepts is once again changing the way engineers and designers handle their reverse engineering projects. Just like their current product DezipnWorks, which allows you to create feature based reverse engineered models inside of your Computer Aided Design system with the input of a portable CMM arm, Creative Dezipn is launching Digital Shape Modeling which is the world's first feature based reverse engineering product to use input from an arm mounted laser and allow you to build features and data inside of SolidWorks. Engineers and designers can use DSM and SolidWorks to capture laser scanned data from existing parts directly within the SolidWorks environment maintaining the associativity so they can design better products faster and more accurately, eliminating the need to work with their point cloud, laser scanned data in a separate product and eliminating non-intelligent solid models.

DSM is an extension of DezipnWorks which means you will be able to laser scan when it makes sense and probe when it makes sense, giving you the control over how you want to reverse engineering your products. The key of this system is that all commands and data are captured entirely inside of SolidWorks so all your SolidWorks tools are available to you to create the features you need and design the way you already know how. No need to learn a complicated and expensive point cloud manipulation tool, when you have everything you need from DSM inside of SolidWorks.

"Engineers shouldn't have to move between 2-3 different applications to finish a product design," said Jim Watson, CEO of Creative Dezipn Concepts and creators of DezipnWorks and DSM. "Integrating DezipnWorks and DSM with SolidWorks means engineers can begin reverse engineering their existing parts directly within the SolidWorks environment deciding if they need to laser scan or hard probe as they work. That saves time and helps manufacturers meet tight production deadlines."

Combining SolidWorks with DSM gives engineers the tools they need to capture laser scanned data inside of SolidWorks, in real time, so you scan what you need and use the data as you scan. Unlike other point cloud products, DSM will turn your laser scanned data into cross sectional lines arcs and splines. No more looking at millions of points on a screen and trying to figure out how to turn it into something you can actually use. Get real cross-sectional data containing information you work with every do to design your products. Come see how DSM is making laser scanned data useful to today's engineers.

In conjunction with the release of DeZignWorks 10 for SolidWorks 2010 and DSM for SolidWorks 2010 Creative DeZign Concepts has launched a new YouTube channel highlighting the functionality of the latest release of the software. Here you can find the latest features, demonstrations and tips and tricks for the use and application of the software. ( <http://www.YouTube.com/user/CreativeDeZignConcpt> ) Johnny Kim, Sales Manager for Creative DeZign Concepts commented, "With the addition of our YouTube channel along with our existing support staff and technical newsletters, we believe we are bringing not only the best product to the market for reverse engineering inside of SolidWorks but also the best customer experience and ongoing value to the market."

The SolidWorks Partner Program features products and services that complement SolidWorks products. Certified Gold Products are fully integrated with SolidWorks and provide users with instant access to the partner application within the SolidWorks window. Solution Partner products offer a variety of integration methods with SolidWorks software, including the SolidWorks application programming interface (API) and established industry standard file formats. SolidWorks has more partners in the mid-range CAD market than any competing technologies, with more than 600 companies worldwide participating in the SolidWorks Partner Program.

#### About Creative DeZign Concepts Inc

*Creative DeZign Concepts Inc develops and markets software for reverse engineering. It is the leading supplier of 3D CAD / CAM Products for the NASCAR Race Teams. Creative DeZign Concepts Inc is also a certified VAR ( value added reseller ) for Cad/Cam software such as SolidWorks, Cosmos and DeZignWorks. Being a certified manufacturing partner for SolidWorks offering reverse engineering services enables Creative DeZign Concepts Inc to use DeZignWorks on a daily basis, constantly testing and implementing industry first technology. Located in Mooresville, NC ( Race City USA ) home of over 95% of the NASCAR Race Teams. Creative DeZign Concepts works with the NASCAR race teams on a daily basis to improve their performance. For the latest news, information, or a Webex demonstration, visit the company's web site ( [www.DeZignWorks.net](http://www.DeZignWorks.net) ) or for other CAD / CAM products visit ( [www.gocreative.net](http://www.gocreative.net) ) or call 1-704-660-5100*

*DeZignWorks is a registered trademark of Creative DeZign Concept Inc... Other brand and product names are trademarks of their respective owners. DeZignWorks currently has several patents pending on DeZignWorks.*

#### About SolidWorks Corporation

SolidWorks Corporation, a Dassault Systèmes S.A. (Nasdaq: DASTY, Euronext Paris: #13065, DSY.PA) company, develops and markets software for mechanical design, analysis, and product data management. It is the leading supplier of 3D mechanical design software for the mainstream market. SolidWorks leads the market in number of users in production, customer satisfaction, and revenue. For the latest news, information, or a live online demonstration, visit the company's Web site ([www.SolidWorks.com](http://www.SolidWorks.com)) or call 1-800-693-9000 (outside of North America, call +1-978-371-5000).

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