

Media Alert:

ESI to Showcase its Latest Innovations in Smart Virtual Prototyping in Birmingham, Michigan

Meet the Key Actors of Smart Virtual Prototyping in North America

Who? [ESI Group](#) is a leading innovator in [Virtual Prototyping](#) software and services for manufacturing industries. Specialist in material physics, ESI has developed a unique proficiency in helping industrial manufacturers replace physical prototypes by virtual prototypes, allowing them to virtually manufacture, assemble, test and pre-certify their future products.

What? As manufacturers are focusing more and more on the exponential power of the Information and Communication Technologies (ICT) with its associated High Performance Computing (HPC), Machine Learning, and Internet of Things (IoT), ESI created a forum where they could discuss, learn and share with experts from all over the world. The [ESI Forum in North America](#), taking place in Birmingham, Michigan later this month, will kick-off ESI's series of international user forums that takes us next to the Czech Republic, Germany, Japan and India.



Image: ESI Forum in North America is the 1st of its kind to gather attendees from the Casting, OpenFOAM and Vibro-Acoustics areas

From September 26 to 27, clients from a diverse range of industries, from ground transportation to aerospace and defense, will gather in Birmingham, MI to exchange ideas on new trends in simulation and manufacturing. In the opening session, **Vincent Chaillou**, COO of ESI Group, will illustrate the challenge of delivering more innovative and smarter products at a lower cost, faster, and with increased reliability. Attendees will have the opportunity to learn from **David Furrer**, Senior fellow discipline lead, Materials and Processes Engineering at Pratt & Whitney who will explain the preliminary basis of model-based manufacturing. **Ajay Raghavan**, Scientist and research fellow at Palo Alto Research Center (PARC) will give a talk on his company's hybrid modeling approach.



Throughout the event, the ESI team will offer technical sessions and hands-on workshops covering the latest software updates. SimulationX Product Marketing Manager **Thomas Hofmann** from ESI ITI, will talk about product modeling and simulating drive systems.

In addition, this forum provides a great opportunity to discover the growing trends in the CAE industry, including a presentation by **Shawn Wasserman**, Simulation and Internet of Things Editor at ENGINEERING.com. Attendees will learn more about the latest innovations in ESI's software solutions, witness critical examples of how customers benefit from Smart Virtual Prototyping, and network with fellow users, worldwide industry experts, academics, and partners.

After an exciting first day packed with industry keynotes, ESI users will present on day 2 ESI users will present their achievements in Virtual Manufacturing, Virtual Performance, Virtual Reality, Vibro-Acoustics, Casting and OpenFOAM.

When? 26-27 September, 2017

Where? Birmingham, Michigan, USA

For more information on this two-day conference, please visit: www.esi-group.com/NAForum

For more ESI news, visit: www.esi-group.com/press

For additional information, please contact:

Media Relations

[Leah Charters](#)

+1 248-381-8231

About ESI Group

[ESI Group](#) is a leading innovator in [Virtual Prototyping](#) software and services. Specialist in material physics, [ESI](#) has developed a unique proficiency in helping industrial manufacturers replace physical prototypes by virtual prototypes, allowing them to virtually manufacture, assemble, test and pre-certify their future products. Coupled with the latest technologies, Virtual Prototyping is now anchored in the wider concept of the *Product Performance Lifecycle*[™], which addresses the operational performance of a product during its entire lifecycle, from launch to disposal. The creation of a *Hybrid Twin*[™], leveraging simulation, physics and data analytics, enables manufacturers to deliver smarter and connected products, to predict product performance and to anticipate maintenance needs.

ESI is a French company listed in compartment B of NYSE Euronext Paris. Present in more than 40 countries, and addressing every major industrial sector, [ESI Group](#) employs about 1200 high-level specialists around the world and reported annual sales of €141 million in 2016. For more information, please visit www.esi-group.com.

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