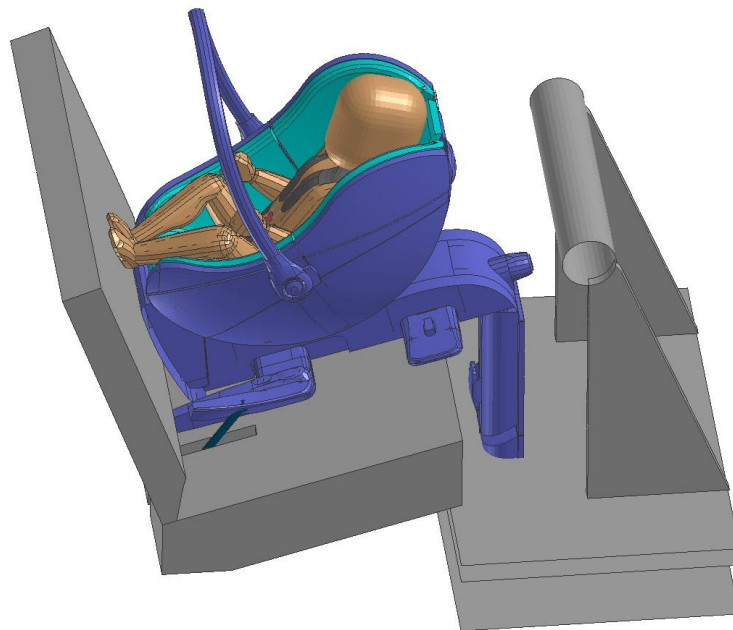


## ESI and JMDA team up to enable the Virtual Prototyping of Child Car Seats

### Virtually testing child seats with restraint systems early in the design phase to reach higher performance levels

Paris, France – January 18, 2016 – [ESI Group](#), pioneer and world-leading solution provider in [Virtual Prototyping](#) for manufacturing industries, announces the signature of a strategic partnership with [JMDA](#), global child car seat design and development specialist. By signing this agreement, JMDA and ESI are joining forces to enable child car seat manufacturers to reach new levels of technical understanding and design excellence. The main benefit of combining child car seat design and Virtual Prototyping, using ESI's [Virtual Seat Solution](#), is to virtually test a proposed design, to gain information about expected product performance and regulatory compliance before committing to major investments. The seat and its restraint system can be optimized early on in the design phase; reaching higher performance levels, while reducing product development and manufacturing costs. What's more, Virtual Seat Solution enables manufacturers to achieve [Virtual Pre-Certification](#), accelerating the product certification process while lowering R&D costs and making less conservative design decisions.





**Derrick Barker**, Managing Director of JMDA, says: *“Our alliance with ESI Group is an important landmark in JMDA’s history, marrying together our vast experience in child restraint design and development with state-of-the-art simulation software, Virtual Seat Solution. It opens up fresh opportunities to innovate, prove new concepts, test the limits and establish sound due diligence evaluations for new designs. We can also research the impact of planned changes in regulations to further support the industry”.* Derrick adds, *“Working together with ESI, we have over 65 years combined technical capability which we will continue to use to help evolve product design and ultimately make child car seats even safer!”*

General Manager of ESI UK, **Marco Aloe** explains: *“As leader in Virtual Prototyping for the automotive industry for over 40 years, ESI proposes a wide range of multi-domain simulation solutions, including Virtual Seat Solution: a unique software solution to design and develop car seats completely virtually, from end-to-end. For our partner JMDA, as for other industry players, ESI’s Virtual Prototyping solutions provide the best method available to catch up with the fast evolving regulations, and to launch new innovations within the time and budget available. Working hand in hand with JMDA, we are looking forward to strengthening the expertise that enables us to respond to the specific needs of the child restraint market.”*

For more information on Virtual Seat Solution, please visit [www.esi-group.com/virtalseat](http://www.esi-group.com/virtalseat)

For more ESI news, visit: [www.esi-group.com/press](http://www.esi-group.com/press)

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**About ESI Group**

[ESI](#) is a world-leading provider of Virtual Prototyping software and services with a strong foundation in the physics of materials and Virtual Manufacturing.

Founded over 40 years ago, [ESI](#) has developed a unique proficiency in helping industrial manufacturers replace physical prototypes by virtually replicating the fabrication, assembly and testing of products in different environments. [Virtual Prototyping](#) enables [ESI](#)'s clients



to evaluate the performance of their product and the consequences of its manufacturing history, under normal or accidental conditions. By benefiting from this information early in the process, enterprises know whether a product can be built, and whether it will meet its performance and certification objectives, before any physical prototype is built. To enable customer innovation, ESI's solutions integrate the latest technologies in high performance computing and immersive Virtual Reality, allowing companies to bring products to life before they even exist.

Today, ESI's customer base spans nearly every industry sector. The company employs about 1000 high-level specialists worldwide to address the needs of customers in more than 40 countries. For further information, visit [www.esi-group.com](http://www.esi-group.com)

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### About JMDA

JMDA Design specialize in the design and development of a diverse range of products including child car seats, stair lifts, showers, smoke alarms and high chairs. JMDA Design have two offices one in Pershore, Worcestershire and one in Shanghai, China. They support clients across the world with testing, manufacturing and distribution of the products they design. Awards for innovation and international activity include:

2014 – Winner of the Progressive Preschool Innovation Award (Flippa Folding Dining Booster)

2012 – Finalist of the Hereford and Worcestershire Chamber of Commerce International Business Award

2010 – Winner of the International Business of the Year Award

2009 – Finalist of the Kind & Jugend Innovation Award

2008 – Finalist of the Kind & Jugend Innovation Award

2008 – Finalist of the Chamber of Commerce Small Business of the Year Award