

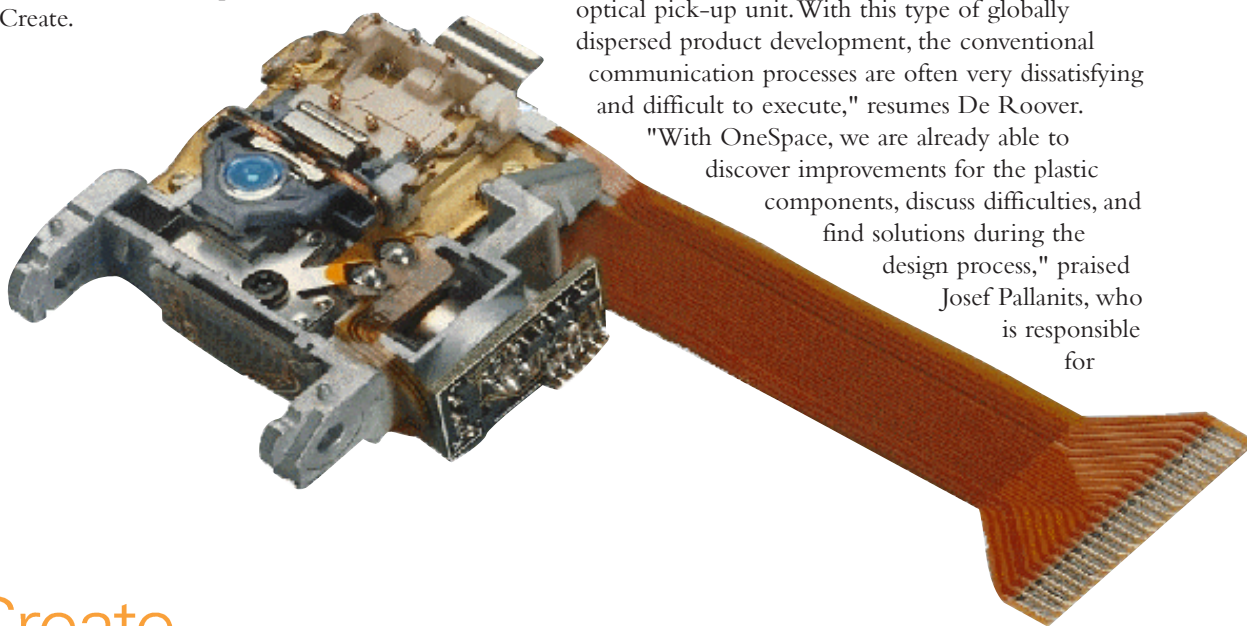
Philips Optical Storage innovates with CoCreate OneSpace

Product life cycles continue to get shorter. The tried and tested video cassettes, floppy disks, and CD-ROMs will all soon become a part of the past, because in the next few years the DVD+RW systems will replace this dated technology. One of the companies leading in the scramble for the CD-ROM, CD-R/RW and DVD drive market is Philips Optical Storage (POS). "So that we don't lose touch with the developments, which are progressing at breakneck speed, we must constantly develop and produce new products and innovative new processes," explained Marcel Thijs, Innovation Manager at Philips. Additional criteria for success: hitting market windows with the right product (= specification) and the right quality. Thijs continues by saying that the product development phase in particular has a deciding influence on these criteria. His vision is to revolutionize the communication process in the product development phase and improve the integration of external suppliers - with the virtual conference room, OneSpace, from CoCreate.

During the on-going project, the first group to discover the fascinating possibilities of the web-based product development software was the team responsible for the optical pick-up unit (OPU). The scenario: The POS/OPU in the Netherlands hooks up with their Austrian supplier, Roehrig High Tech Plastics AG, through OneSpace to work on component development for its optical writing and reading heads.

The OneSpace server is located in Eindhoven, the WebAccess Server in New York - the internal departments are connected through the intranet while the internet connects Philips and Roehrig. "Because of this, performance has never been an issue," says Dirk De Roover, Project Manager. Roehrig, who was awarded with Philips' prestigious "Global Supplier Award 1999" at Philips' Global Suppliers Day 2000, in Shanghai, develops with Philips Optical Storage the lensholder for the "Actuator", which is a key component within the optical pick-up unit. With this type of globally dispersed product development, the conventional communication processes are often very dissatisfying and difficult to execute," resumes De Roover.

"With OneSpace, we are already able to discover improvements for the plastic components, discuss difficulties, and find solutions during the design process," praised Josef Pallanits, who is responsible for



Discussion of DVD Drive in Virtual Conference Room

Production and Process Development at Roehrig. Problems are immediately clear to everyone. De Roover concludes, "OneSpace is excellent - a very useful communications tool."

The extensive project is being co-managed by Philips' internal Consulting Group called CFT. The combination of having an innovative solution like OneSpace together with the joint consulting capabilities of Philips CFT and CoCreate will

"OneSpace helped us shape our vision of how we will interact with our worldwide supplier base in the next decade."

Marcel Thijs,
Innovation Manager, Philips



potentially put to work a collaboration solution throughout the entire enterprise. The enormous potential for software solutions from CoCreate has

been recognized. "Now that the potential of OneSpace is understood we have fine tuned our vision of a Collaborative Product Creation Process for the upcoming years," concludes Marcel Thijs.

Philips Optical Storage is a business group from Royal Philips Electronics of the Netherlands with development centers in Belgium, the Netherlands, Germany and Singapore and with production facilities in Belgium, Hungary, China and the Philippines. Royal Philips Electronics of the Netherlands has a sales volume of 31.5 billion Euro, and employs approximately 226,900 persons in 60 countries.

CoCreate Software, Inc., a pioneer and leader in collaborative product design, was originally established in 1984 as a division of Hewlett-Packard Company. Today, CoCreate develops collaboration, mechanical Computer Aided Design (CAD) and Product Data Management (PDM) software that improves communication by supporting the concept of Global Design Teams Working Together.

The software includes OneSpace for distributed, collaborative product development; SolidDesigner for product modeling design; ME10 for 2D design, drafting and documentation; and WorkManager for distributed, product information and process management. CoCreate solutions are known for high-quality, ease of use, customization and support for industry standards. They are available in 10 languages and are installed on more than 150,000 systems in design, engineering and manufacturing organizations worldwide.

Information about CoCreate Software, Inc. and its products is available on the web at <http://www.cocreate.com>.



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