

SITUATION

Thomson Consumer Electronics's initial use of I-DEAS Master Series™ software was in a team engineering environment. Thomson sought to optimize its design to take advantage of a new cost-effective CD technology and gain market share by getting a new portable stereo system on the market quickly. Every week knocked off the development cycle would give Thomson an extra \$150,000 margin on the product.

OBJECTIVES

✓ Bring to market a new, high-end portable stereo containing an AM/FM radio, CD player, dual cassette tape players, and two detachable speakers—as quickly as possible.

PROCESS VISION

- ✓ Use a geographically distributed product development team to enable the most talented individuals to work on the project and to capitalize on the time change between geographic locations.
- ✓ Provide 3D data to tooling vendors, so they can eliminate the need for drawings and go directly to tooling.

ACTIONS

✓ Engineering team took advantage of 12-hour time difference to keep project moving around the clock, transferring updated files to each other daily.

THOMSON IMPROVES TIME-TO-MARKET WITH TEAM ENGINEERING

“The result was a hit product, sold under RCA and GE labels, which was completed three weeks ahead of an already tight schedule. Every week knocked off the development cycle gave us an extra \$150,000 margin on the product.”

- Jim Porter
Manager, Mechanical
Development
Thomson's Audio and
Communications Business



- ✓ Gave tooling vendors rapid prototypes created from I-DEAS™ software models to help them quote tooling prices more accurately.
- ✓ Transferred 3D data directly from I-DEAS to tooling systems used by three different vendors: Unigraphics, Euclid, and CAMAX.

RESULTS:

- ✓ Using I-DEAS helped Thomson engineers deliver a new portable stereo containing high-end features three weeks ahead of an already aggressive schedule, improving profitability by an estimated \$450,000.
- ✓ Thomson is also experiencing improved mold quality—identical molds for the same part are consistently produced, preventing the need for time-consuming part sorting and matching.
- ✓ Advantages of using I-DEAS in a team engineering environment were further proven with a subsequent clock radio development project, using engineers in Syracuse and Hong Kong. Despite complexity of design, the project was completed on schedule.

SDRC is a registered trademark, and I-DEAS, I-DEAS Master Assembly, and I-DEAS Master Series are trademarks of Structural Dynamics Research Corporation. All other trademarks or registered trademarks belong to their respective holders.

**THOMSON IMPROVES
TIME-TO-MARKET
WITH TEAM ENGINEERING**

SDRC