



Unleash the Model Based Enterprise™

Anark® Announces Strategic Reseller Agreement with Inceptra

Dassault Systèmes largest PLM Reseller in North America joins forces with Anark to Accelerate the Deployment of the 3D Model Based Enterprise (3D MBE)

Boulder, CO and Pembroke Pines, FL - December 16, 2014: Anark Corporation, leading provider of automated Model Based Enterprise (MBE) and 3D CAD visualization solutions today announced it has signed a Strategic Reseller Agreement with Inceptra LLC, Dassault Systèmes' largest PLM Reseller in North America

The promise of eliminating 2D Drawings in Design and enabling Paperless Processes in Manufacturing has become a reality for customer's that have chosen the Anark Core™ Platform.

Known as 3D Model Based Definition (MBD) by CAD designers and as the 3D Model Based Enterprise (MBE) by manufacturers and suppliers, Anark has been identified as the uncontested world leader in enabling this shift.

Joining Anark's growing list of World Class Partners, Inceptra is a leading provider of best-in-class PLM technology and services to engineering and manufacturing businesses across a variety of industries, including aerospace, automotive, industrial equipment, consumer goods, high tech, life sciences and civil engineering.

Inceptra is dedicated exclusively to the Dassault Systèmes PLM portfolio and complementary best-in-class solutions into which Anark technology will provide unprecedented 3D MBE deployment capabilities such as:

- The transformation of native CATIA + 3D MBD Parts and Assemblies MBD (FTA) data into "pixel perfect" 3D PDF and 3D HTML 5 engineering and manufacturing release documents;
- The automatic publishing of model-based documents pulling data directly from ENOVIA and SmarTeam PLM/PDM while being triggered by ENOVIA and SmarTeam work flow mechanisms;
- The combining of MBOM and EBOM data stored in separate ERP and PLM databases into synchronized "graphically rich" 3D MBE documents;
- The ability to transform customers with multi-CAD and multi-PLM environments (other than CATIA and Enovia) into a common 3D MBE environment based on open 3D PDF and 3D HTML platforms.

"We are very pleased to have a world class PLM implementation and support company like Inceptra joining the Anark 3D MBE deployment team." said Stephen Collin's President and CEO of Anark Corporation.

"The move towards a Model Based Enterprise has proven to offer our current enterprise customers like General Electric, TE Communications, Honeywell, Boeing Defense and many others company transforming results." said Stephen Collin's President and CEO of Anark Corporation. "Many of our new customers utilizing the Dassault Systèmes PLM portfolio will now be able to see similar 3D MBE deployment benefits such as a 30% reduction in engineering time, 20% reduction in scrap & rework and as much as 50% reduction in manufacturing and supplier response times," adds Collins.

"Combining Inceptra's PLM deployment expertise and long standing integration success with Anark's 3D MBE deployment technology and expertise will allow our new and existing customers, that have made investments in Dassault Systèmes PLM platforms, to leverage their PLM investments in a way that will catapult their organizations into a world class Model Based Enterprise" said Dan Smith, Chief Technology Officer (CTO) of Inceptra.

About Anark

Anark has an excellent track record for delivering successful, cost effective MBE, PLM, and 3D CAD visualization solutions for the industry's most demanding and innovative customers that are embracing the power and efficiency gained from 3D Model-Based Enterprise (MBE) practices and technologies.

Anark helps market leaders such as **Boeing, Lockheed Martin, Raytheon, NASA, General Electric, Honeywell, Rockwell Collins**, and the **US Department of Defense** successfully unlock the potential of their 3D CAD assets and manufacturing information to improve and accelerate product development, reduce material waste, and to collaborate and communicate more effectively and securely with their suppliers and customers. For more information about Anark please visit www.anark.com.

Anark empowers its customers to ***Unleash the Model Based Enterprise™***.

About Inceptra

Inceptra is a leading provider of Product Lifecycle Management (PLM) technology and services to engineering and manufacturing companies across a variety of industries including aerospace, automotive, industrial equipment, consumer goods, high tech, life sciences and civil engineering. With over twenty years of industry-leading experience, we enable our customers to digitally design, simulate, produce and manage their products and processes improving their time to market, competitiveness, productivity and profitability.

Combining best-in-class PLM software and top-notch consulting services that maximize its value, Inceptra delivers the power of PLM - sustainable innovation capability. Dedicated exclusively to the Dassault Systèmes PLM portfolio and complementary best-in-class solutions from DS partners, we help our customers capitalize on their PLM software investment and enhance their product innovation capabilities by providing extensive solution and process expertise through our internally developed best practices, automation techniques and industry-specific PLM services, as well as user training and support.

Our customers realize both top line growth and bottom line results through enhanced product innovation, extended collaborative design and manufacturing capabilities, the establishment of collaborative communities, automated product lifecycle processes, and optimized user productivity. For more information about Inceptra please visit www.inceptra.com.

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