

***i*SEEK Corporation Features CADSEEK™ Shape Search at Kohler Technology Day**



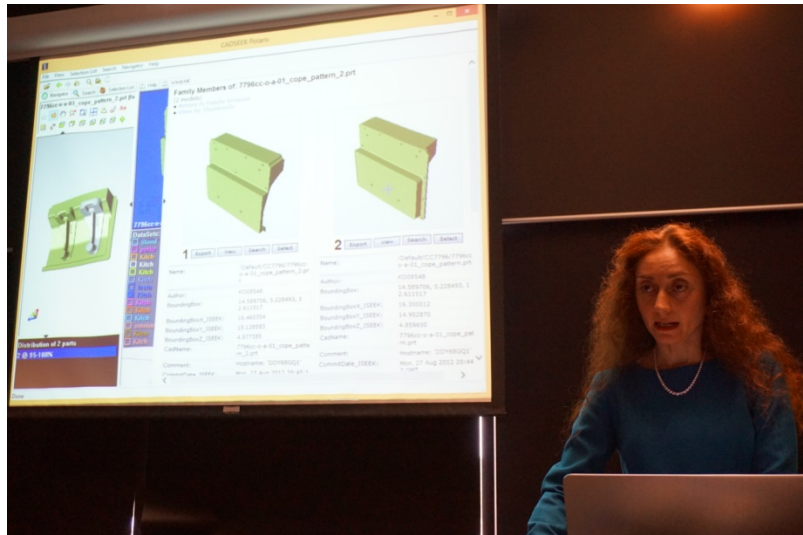
(Ames, Iowa, Sept. 30, 2014) Abir Qamhiyah, CEO of *i*SEEK Corporation, was invited to present at the third annual Technology Day sponsored by the Kohler Company. The event, the third annual gathering of its kind, was held on September 18, 2014 at the company's campus in Kohler, Wisconsin. Dr. Qamhiyah led one of 31 scheduled sessions conducted by a mix of Kohler employees and external experts.

Abir spoke to a full house gathered to learn more about CADSEEK with its ability to index and search large, distributed CAD databases for similar shaped parts and assemblies with or without the addition of specific attributes. In addition to the slide presentation, she provided a live demo of the product using CAD files from Kohler's own compilation of designs.

Kohler is currently implementing a production deployment of CADSEEK, joining a number of other companies that have chosen CADSEEK for its superior CAD management features. Those companies have realized a substantial return on their investment

through a long list of use cases -- including design and model reuse,

elimination of duplicate designs, quick cost estimates and supplier qualification as well as efficient evaluation of price quotations.



Dr. Abir Qamhiyah demonstrates CADseeK at the 2014 Kohler Company Technology Day

For several decades R&D efforts have tried to capture 3-dimensional shape. Abstraction and parameter substitution, two old technologies which are being used in shape search tools on the market today, suffer from significant weaknesses.

Abstraction techniques try to manage 3D complexity by reducing the 3D model to a 2D representation. Methods include shadow-casting (silhouettes), projection (images) and thinning (skeletons). These methods exhibit the same critical weaknesses: diminished accuracy, orientation dependence, inability to handle assemblies, inability to handle 3D scans, and inability to determine similarity if the shape isn't a perfect match.

Parameter substitution techniques use a combination of part metrics such as weight, volume, surface area, etc. as substitutes for shape. While marketed as shape-search, the products using this technique don't actually consider the shape of the part at all. Instead, they rely on the hope that their selective set of parameters is totally identical between two parts as an indication of a higher probability of 100% shape match.

CADSEEK uses *True Shape* a proprietary shape indexing technology that considers the entire shape of a model down to its features, making each model's signature as detailed and unique as the CAD model itself. The key benefit is the ability to accurately identify and retrieve similar shapes to a search target even if a 100% match does not exist. No other method or product can realistically claim this ability.

Another benefit achieved using CADSEEK is a comprehensive visual classification and display. CADSEEK's ability to accurately group families of similar parts means that PLM systems are no longer dependent on human assigned attributes. With CADSEEK, managers can assign any attribute desired across a part family at any time, so that naming schema can evolve and databases obtained through company acquisitions can easily be assimilated.

For more information on CADSEEK visit www.iseekcorp.com or contact dflugrad@iseekcorp.com