

2004-12-07

Kookmin University in Korea selects Opticore for Design Visualization

Gothenburg, December 7th, 2004

Opticore AB announced today that **Kookmin University** – a leading University for Design Education in Korea and Asia – have selected Opticore's state of the art visualization tools to be used in their design education.

"At Kookmin University, we are always looking to improve the education in industrial design. As design visualization is becoming increasingly more important in the digital design process, it was natural for us to start using Opticore.", says **Moon Hwan Kim, President of Kookmin University**. "The level of realism, interaction and ease-of-use of the real-time presentation in the Opticore software is simply **outstanding** and by using these tools we will be able to achieve design development not possible before."

"Traditionally our students and designers have been developing their design using the latest digital CAD tools and then produced static 2D renderings. However, by using Opticore we will now be able to much more comprehensively review the digital design data by means of a fully interactive and photo-realistic 3D presentation. It will also allow us to instantly evaluate different combinations and variations of the product design. An important aspect is also that the ease-of-use of Opticore software will enable our students and designers to focus their time where they need it the most – on the creative development of new design.", concludes Moon Hwan Kim, President of Kookmin University.

"Being the #1 choice for leading automotive and consumer products makers world-wide – as well as many Universities and Design Institutes – Opticore solutions have proven to provide our clients with a competitive edge in their design and product development process. We are very honoured to now also include Kookmin University amongst our users.", says **Lars Petterson, CEO at Opticore**.

About Kookmin University - Established in 1975, the College of Design at Kookmin University was the first comprehensive educational institute in the field of design in Korea. Kookmin University (www.kookmin.ac.kr) consists of eleven colleges and thirteen graduate schools and has some 15,000 students.

About Opticore - Opticore (www.opticore.com) is the world's leading developer of 3D real-time software for interactive product visualization. Leading manufacturing companies such as Audi, Ford, Volvo, SAAB, Nokia, SonyEricsson, Italdesign, Honda, Daihatsu, and Mitsubishi and many more are successfully using Opticore software based applications in automotive- and industrial design development. Opticore is a privately held company with its corporate headquarters in Gothenburg, Sweden, and subsidiaries in Detroit, USA and Tokyo, Japan. Opticore has worldwide distribution via a network of resellers and sales offices located in North America, Europe, and Asia.

Contact Us: web: www.opticore.com E-mail: info@opticore.com Phone, Sweden: +46 31-755 62 00