



## VEC supports OPTIS in creating new markets and entering new innovative networks

OPTIS are world leaders in simulation of light and visual perception software supplying aerospace and automotive supply chains. Its solutions allow designers, ergonomists and engineers to simulate and optimise lighting performance, product appearance as well as the visibility and legibility of information on Human Machine Interfaces, in a fully-immersive environment.

### CHALLENGE

OPTIS was keen to provide an improved UK platform to deliver greater expertise and support to their existing client base and develop new markets for its software.

OPTIS chose to locate its first UK operation on Sci-Tech Daresbury campus alongside the VEC to take advantage of the integration expertise, demonstration facilities and access to High Performance Computing (HPC) available through the VEC.

### SOLUTION

The support provided to OPTIS from the VEC has resulted in OPTIS gaining contracts with key UK customers including Bentley Motors, through the

custom Virtual Reality demonstration facilities and expertise to support co-design of new immersive design products.

*"This partnership allows us to showcase our products and capabilities through the custom designed Virtual Reality Visualisation demonstration facilities and the expertise available from the VEC team gives us the capability to support our clients by providing an integrated bespoke solution and greater simulation performance."*

*Working with the Virtual Engineering Centre will also provide opportunities for OPTIS to develop our UK business into markets such as Aerospace sectors."*

Chris Grieve, OPTIS UK Technical Manager

### BENEFITS

Key benefits include:

- Access to highly specialised Virtual Engineering integration expertise and facilities
- Access to High Performance Computing (HPC) to support high fidelity simulations

Supporting Optis UK to:

- Reduce project risk through greater understanding of design and manufacturing issues.
- Accelerate speed of new products to market and accelerated access to new markets.
- Enable business growth and ensure ability to compete in a global market place.