



# Workshop on Enhancing Reliability through Drop Test Simulation

**Wednesday, 8th March 2017 | 2:00 pm - 5:00 pm**

CAD-IT Consultants (M) Sdn Bhd,  
607, Block A, Kelana Centre Point,  
Jln SS7/19, Kelana Jaya, 47301, Petaling Jaya, Selangor

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## Introduction

Most consumer and industrial products are subjected to being dropped during their service life and shipment. These drop impacts can cause minor to severe deformation or mechanical failure of products. For consumer electronic products, these failures can include:

- Cracks or breaks in display panels
- Excessive flexing deformation of printed circuit board (PCB)
- Mechanical/Electrical failure of internal components
- Rupture of casing (containers)

A good design will minimize the damage that results with the use of appropriate geometry, materials, and packaging. Products that do not survive being dropped will result in expenses to the manufacturer from:

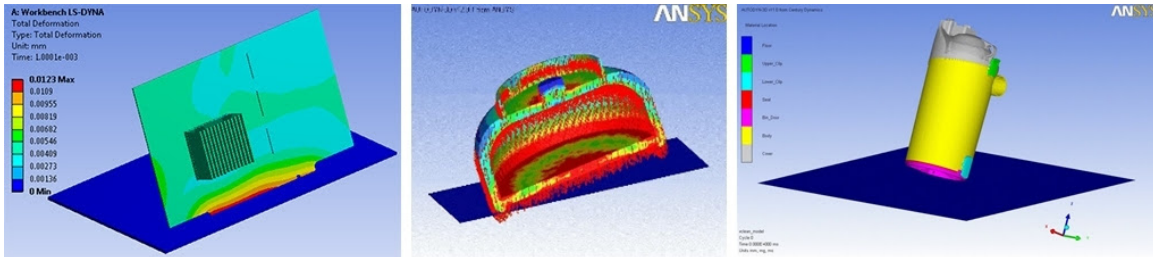
- Legal liability
- Redesign costs
- Repair costs
- Damaged brand name and loss of future business

Drop testing of products and equipment is performed for several reasons; to design impact-tolerant and rugged products, or to replicate the abuse that might occur during

manufacturing, shipping and installation. Testing for “impact integrity” experimentally and with simulation provides insight into how damage can be controlled.

### Workshop Objectives

In this workshop, we will present how drop test simulations allows an insight into the causes of damage. It enables the product design to be tested before a prototype is built. The end result is a less expensive process that can give results faster than experimental testing of the product.



### Presenter Profile



Hari Hara Sudhan is currently the Technical Sales Engineer for CAD-IT Consultants and part of a technical team that consists of more than 4 other PhDs consultants that support customers in various discipline domains

He completed his Master of Science in Mechanical in National University of Singapore with his coursework focused on Design and Manufacturing. He specialized in structural simulation, and is currently providing consulting and post-sales technical support on ANSYS Workbench, Mechanical and nCode fatigue tool



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