

# Empowering Sustainable Innovation with Invention Machine's Goldfire

***What is Invention Machine Goldfire and why does it matter to you?***

Goldfire, an innovation intelligence platform, combines a series of innovation work flows and collaboration capabilities with precise access to knowledge including patents, user-selected websites, and corporate knowledge residing in network drives. The software understands the meaning of the questions you ask it, enabling it to return precise answers to your research questions, not piles of documents.

So whether you are looking to perform simple research, conduct patent searches, get a better overview of technology landscapes, conduct problem solving tasks such as cause and effect analysis (RCA), function modeling, or many other innovation activities, Goldfire is an easy-to-use research tool we encourage you to leverage.

**Testimonials**

*"We could not have designed and manufactured EnviroFlush as quickly or efficiently without Invention Machine. Goldfire was key in helping us converge unique ideas from various fields, including the life sciences technology which we adopted into the design."*

- **Dave Pierson**  
Sr. Design Engineer, MAGNET



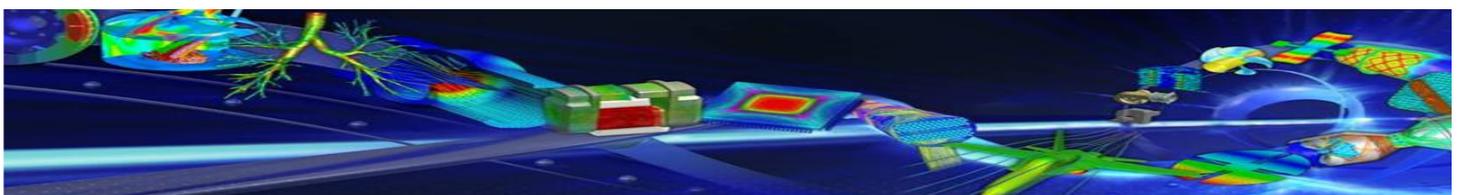
*"If we didn't have Goldfire, sure, we would have been able to come up with some ideas. But certainly not the number of ideas we achieved, at this level of innovation, with a high degree of viability that are patent-ready—in the same time frame. This tool has helped us structure innovation and set development priorities which has been positively useful."*

- **Rainer Hoffman**  
Senior Research Scientist, StatoilC



**Seminar Information**

<b>Seminar Title</b>	<b>Empowering Sustainable Innovation, with Invention Machine's Goldfire</b>
<b>Date</b>	<b>15<sup>th</sup> March 2013 (Friday)</b>
<b>Time</b>	<b>9.30 am to 12 pm</b>
<b>Venue</b>	<b>CAD-IT Consultants (M) Sdn Bhd 607, Block A, Kelana Centre Point No. 3, Jalan SS 7/19, Kelana Jaya 47301 Petaling Jaya, Selangor Tel: +603-78064758</b>



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