

Invention Machine Joins PTC PartnerAdvantage Program to Help Customers Inject Right Ideas into the Product Innovation Process

Enhances Invention Machine Goldfire Innovator with Connector to PTC Windchill Software

Boston, Feb. 26, 2008 — Invention Machine, a leading provider of innovation software, today announced that it has joined the PTC® PartnerAdvantage™ Program to help customers accelerate their product innovation process. The company also announced that it has enhanced its flagship innovation software, Invention Machine Goldfire® Innovator by adding the Connector to PTC Windchill® to provide direct access to content housed within Windchill. This new feature will enable users to leverage knowledge stored in Windchill, ensuring that the right designs are put at the front end of the product lifecycle management (PLM) process.

“Successful product lifecycle management depends on generating and validating the right ideas the first time, as well as identifying and mitigating risks that may arise downstream in the product development process,” said Jim Todhunter, chief technology officer, Invention Machine. “Using Goldfire Innovator together with PTC Windchill will enable companies to leverage existing expertise and technical content to achieve PLM efficiencies that will help drive sustainable innovation.”

Invention Machine’s software allows engineers and scientists to generate and validate the right ideas the first time. The software also identifies and mitigates risks from the product development process, so businesses can confidently focus on driving repeatable and sustainable innovation, regardless of the product concept and market challenges. The innovation software incorporates pre-defined risk analysis templates based on industry-specific workflows so they integrate better with existing innovation processes in automotive, energy, chemical and defense industries.

The addition of the Connector to PTC Windchill not only allows companies to bring better ideas into the Windchill-based PLM processes, but also enables Windchill users to leverage Goldfire Innovator to help them get the most out of the content housed within an organization. With the Connector, customers can access and process documents in various formats and languages stored in Windchill repositories, including English, German, French and Japanese.

“With the addition of Invention Machine to our PartnerAdvantage program, a program comprised of software providers selected for their expertise, PTC Windchill users will be now be able to tap into Invention Machine’s powerful solution in Goldfire,” said Andy Barlow, senior director, business development, PTC. “Goldfire’s ability to directly access content from Windchill could help engineers deliver innovative products faster.”

About Invention Machine

A leading provider of innovation software, Invention Machine drives sustainable innovation by enabling global organizations to consistently generate breakthrough ideas that accelerate product development. Invention Machine Goldfire empowers engineers and scientists to conceive and validate right ideas the first time, so they can quickly and easily deliver market leading products. Global 2000 manufacturers in more than 25 countries rely on Invention Machine for product innovation, process improvement and market expansion. Its unique software fuels sustainable innovation across numerous industries, including aerospace and defense, automotive, consumer technology, energy and environment and life sciences. For additional information, please visit invention-machine.com.