



"By leveraging HOOPS technology we are able to focus on providing value for our customers in model translation and healing. As a result, our customers have been delighted with the time and cost savings provided by TransMagic, as well as the high performance graphics HOOPS helps us deliver."

Todd Reade, President, Transmagic

Business Profile

Product Using HOOPS
Transmagic

More Info
www.transmagic.com

Industry
CAD Data Translation

TS3D Products
HOOPS/3daf
HOOPS Stream Toolkit
HOOPS Net Server

Company Brief

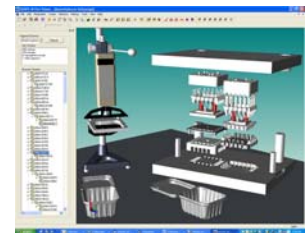
TransMagic is a leading developer of 3D CAD translation and interoperability software products for the manufacturing industry. TransMagic's uniquely packaged translation software allows companies to quickly translate and heal models between all major 3D CAD/CAM/CAE systems.

The Challenge

Transmagic began its life as a start-up company racing to get a revenue-generating product to market. It wanted to produce an affordable, commercial-grade offering - a product that was at once competitive and compelling - before its initial funding phase ended. With its resources constrained, the company was determined to keep its small development team focused on where it could add real value: CAD data translation and model healing. This approach dovetailed with TransMagic's wider business aim to keep its up-front R&D costs low so that it could pass on the savings to potential customers.

The Solution

To make good on this plan, Transmagic needed reliable core components. The company learned about the HOOPS 3D Application Framework and related toolkits through its team's use of the complementary components from Spatial, and ultimately licensed HOOPS through this key TS3D reseller. TransMagic's technical evaluation of TS3D's solutions quickly demonstrated that leveraging HOOPS/3daf would be the fastest way for the company to develop a feature-rich product.



TS3D's solution gave Transmagic more than speed, however. The company also took advantage of the fact that the HOOPS Stream Toolkit and HOOPS Net Server were pre-integrated with HOOPS/3daf; this enabled TransMagic to include both free web publishing and real-time collaboration - two differentiating features - in its v1.0 release.

The Results

- TransMagic developed, shipped and began generating revenue from their v1.0 release within just three months of licensing the HOOPS components.
- TransMagic was able to keep the size of its R&D team to a minimum during the critical "time-to-money" phase of the company's early lifecycle.
- Innovative features such as web publishing and real-time collaboration helped to differentiate the TransMagic offering.
- Due to HOOPS' low up-front costs, TransMagic was able to compete more effectively, delivering a solution that met the price-point requirements of their target market.

About Tech Soft 3D

HOOPS toolkits from Tech Soft 3D (TS3D) dramatically simplify the design, development and maintenance of high-performance, interactive 2D/3D engineering software. HOOPS components are part of over 175 commercial software applications that run on millions desktops worldwide. Headquartered in Berkeley, CA, TS3D is on the web at <http://www.techsoft3d.com>. For more information, contact Ron Fritz, Managing Partner: 510.883.2180 x 201 or ron@techsoft3d.com.