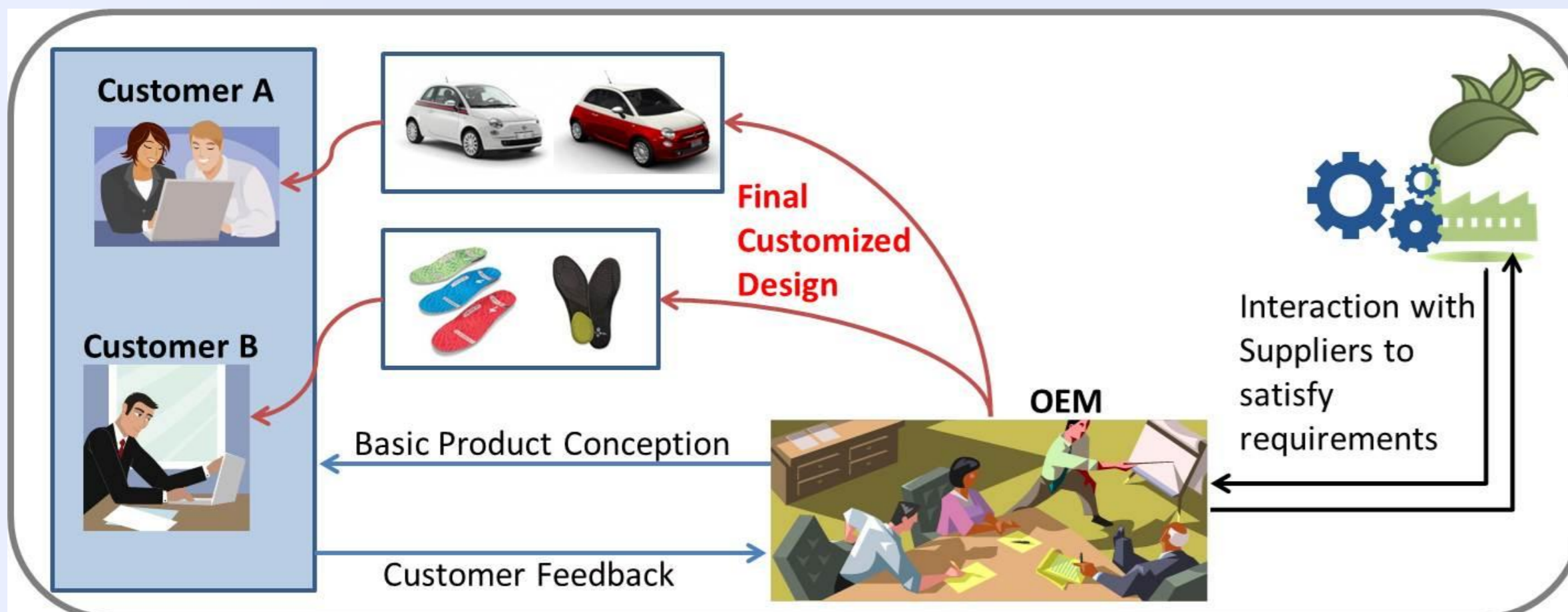


“A Web-based Collaboration System for Mass Customization”

Mass Customisation and User Adaptation in the Design



- Customer involvement in the design phase of products
- User-friendly web-based design tools for online product personalization
- Knowledge management, for supporting and coordinating design activities

Virtual and Augmented Reality tools

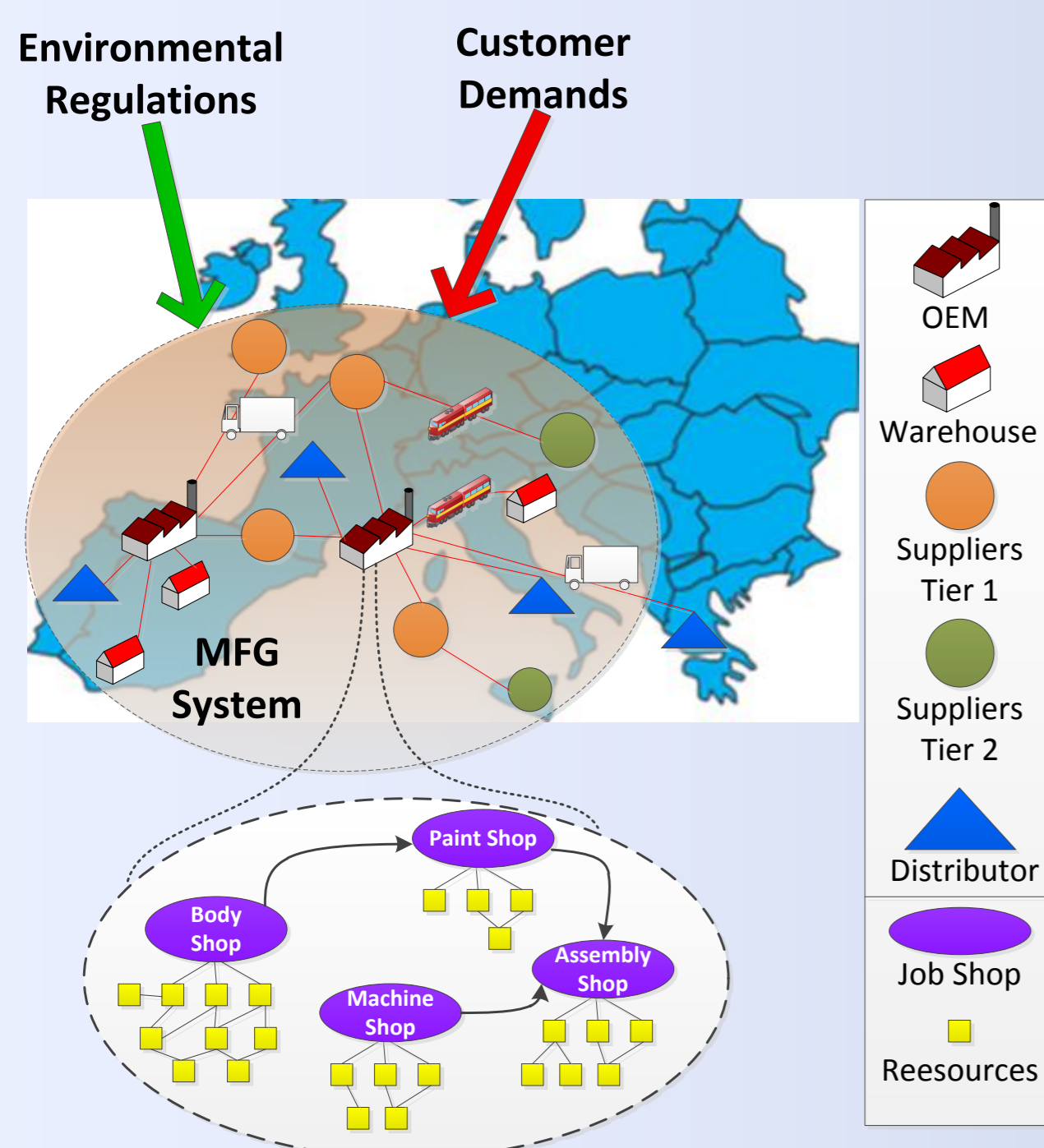


- Immersive Virtual Reality Presentation
- 3D Browser Plugin for online product manipulation

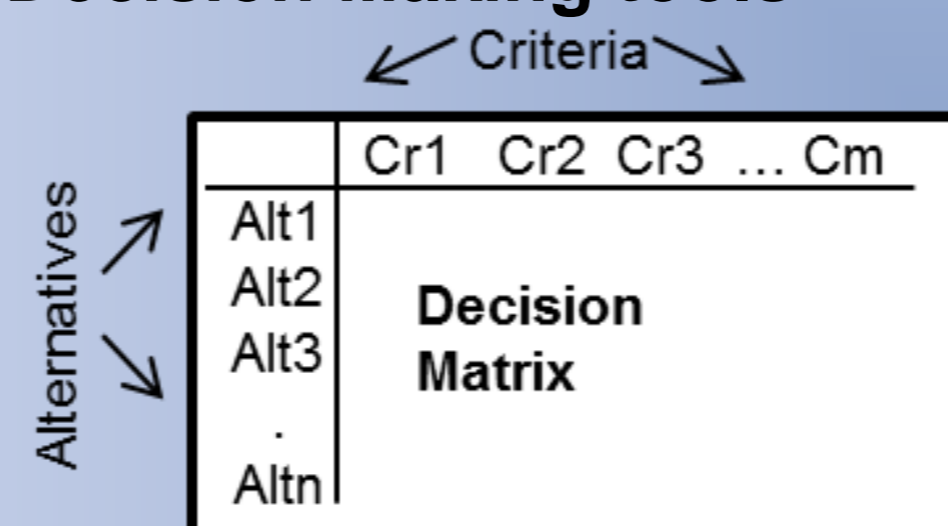


- Augmented Reality 3D visualization

Decentralized Manufacturing



- Coordination of the design and production of individualized parts by OEMs and their suppliers in a fast, cost-efficient and environmentally-friendly manner
- Automated generation and evaluation of supply schemes by means of web-based networking and Decision Making tools

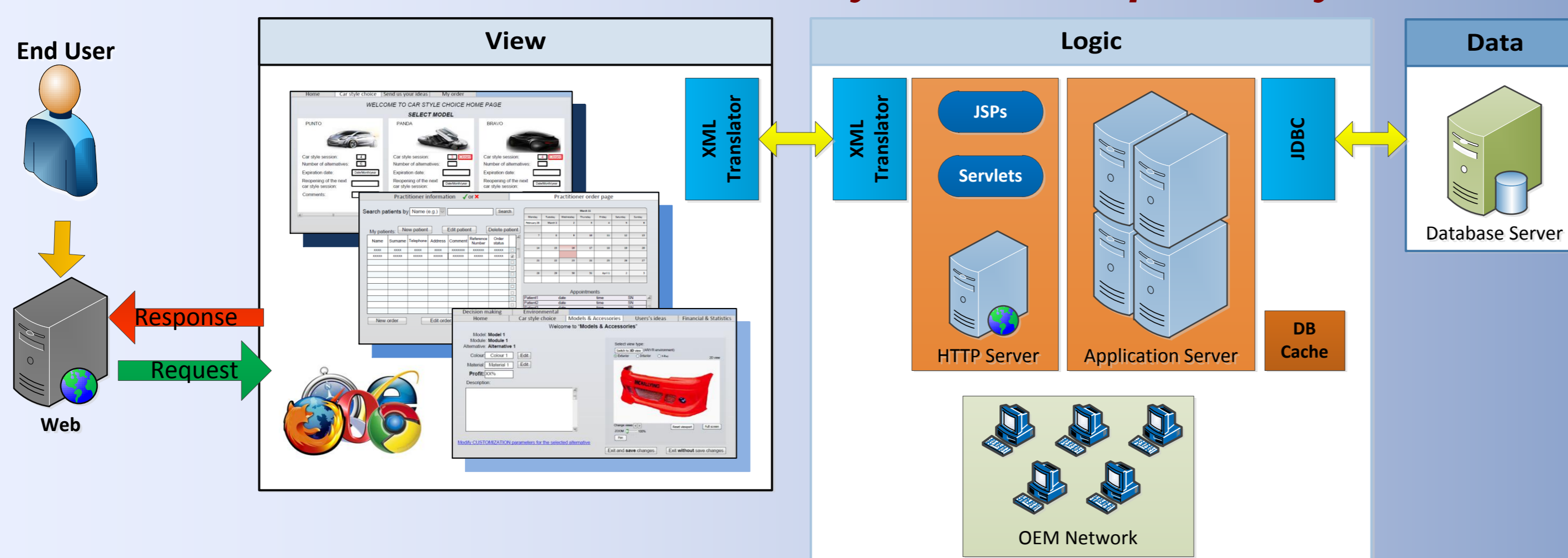


Environmental Impact Assessment



- Development of tools and metrics for the measurement and evaluation of alternative manufacturing / supply schemes
- Advanced Knowledge Management techniques for systematic reuse of the generated environmental impact knowledge

Network Infrastructure and System Interoperability



- Network and ICT technologies infrastructures for standardised data exchange
- Cooperation and Collaboration among user groups throughout the product lifecycle

Expected Impact

Innovations

- Energy consumption by 5%-10%
- Transportation costs by up to 20%
- Cost of raw materials by 5%-10%
- Time-to-market by up to 15%
- Delivery time by 15%-20%

- ✓ Shortening of design time for personalized products by up to 15%
- ✓ Increase in market share by up to 10%