



Goldfire Innovator™

Invention Machine Corporation is the leading provider of Enterprise Innovation Process Software and Services to the Global 5000. For more than a decade, over 1,000 innovative companies, representing more than 50,000 users worldwide, have leveraged Invention Machine's solutions to drive top-line growth by fueling their product pipelines with more, higher-quality products while minimizing costs through improved process efficiencies.

Invention Machine customers include: Boeing, Delphi Automotive, Honda, HP, Intel, NASA, Northrop Grumman, Procter & Gamble, Peugeot, Samsung, Saipem, and Shell.

Goldfire Innovator™ Brings Innovation Efficiencies to the Enterprise

While innovation has long been heralded as the driving force for profitable growth and market dominance, even the most innovative organizations continue to struggle with how to better drive the process of innovation.

Invention Machine's Goldfire Innovator™ software enables Global 5000 companies to make innovation a structured, predictable and repeatable process.

Whether developing new technologies or processes, correcting defects, or designing feature modifications to existing products or processes, Goldfire Innovator improves the efficiency of every engineer – enabling them to systematically analyze, conceive, research and validate more cost-effective, higher-quality product and process designs. In addition, with Goldfire Innovator, organizations can gain valuable insight into the intellectual property (IP) landscape – including their own IP as well as industry and competitive IP – to enable targeted technology strategy.

Goldfire Innovator delivers proven innovation methodologies and applications, knowledge sharing and research capabilities, and access to dynamic patent and cross-disciplinary scientific content. It is this powerful combination of rigorous applications and content that provides engineers with a deep understanding of technological principals and how technologies evolve.

Goldfire Innovator facilitates a process that enables engineers, innovation specialists and domain experts to rapidly, yet systematically circumvent the barriers that traditionally impede innovation.

Invention Machine customers leverage Invention Machine's software and services to support the following types of initiatives:

- Intellectual Property and Technology Strategy Planning
- Product Research and Design
- Process Optimization for Manufacturing

Fueling the Product Pipeline and Optimizing Process Efficiencies

Goldfire Innovator enables innovative companies to:

- Improve the quality and rate of idea generation.
- Improve the conversion rate of ideas-to-products.
- Conceive new products and product features with an understanding of technological trends within a given industry and what competition is doing with regard to innovation.
- Streamline and optimize production and product development operations.
- Minimize the design cycle and rework costs associated with going “back to the drawing board.”
- Ensure only validated concepts go down-stream to CAD and other manufacturing systems and processes.
- Eliminate reinvention and promote the reuse of engineering expertise.
- Speed time-to-market.
- Avoid infringing on competitors' IP - and ensure that your organization's IP is secure.



Goldfire Innovator automates the process of concept and solution generation - enabling companies to systematically analyze, conceive, research and validate more cost-effective, higher-quality product and process configurations.

The Goldfire Innovator™ Solution

Goldfire Innovator is a powerful and unique combination of innovation process applications that enables organizations to fuel their product pipelines with more, quality products while improving process efficiencies.

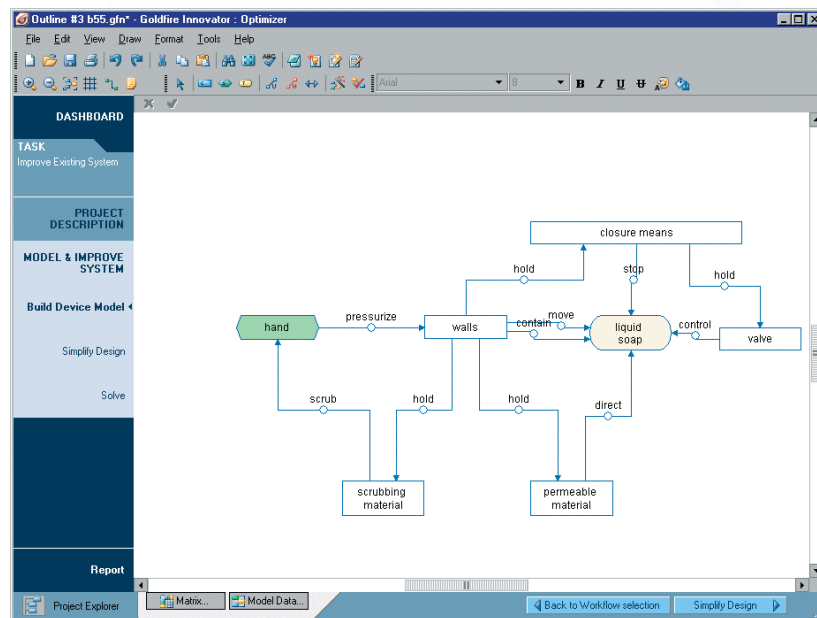
Goldfire Innovator supports the innovation of products and processes by empowering engineers with methodologies and applications to systematically address the functions of needs analysis, concept generation and concept validation. Goldfire Innovator's pre-defined and customizable workflows guide users through the software to support technology strategy planning, needs analysis, concept and solution generation, and process optimization.

Goldfire Innovator includes the following applications and functionality:

Optimizer

Goldfire Innovator's Optimizer application facilitates concept creation in support of incremental and breakthrough product innovation and the optimization of new and existing production processes.

Optimizer leverages Value Engineering principles and TRIZ methodologies to develop an assessment of a product's or process' functionality - breaking the system down into its various components and analyzing and abstracting the function and value of each component or operation. Optimizer then provides engineers with an understanding of technological principals and how technologies evolve. With this knowledge, engineers can then modify the system design, leveraging existing or new components, while maintaining or improving the overall functionality of the product or process.



Optimizer allows users to create a function model of a system or process to diagnose its problems and focus problem solving.

Optimizer includes the following components – all designed to support engineers when configuring new or optimizing existing products or processes:

Device Analysis

Facilitates the diagnosis and improvement of a product or feature.

Process Analysis

Facilitates the diagnosis and optimization of a manufacturing process.

Root Cause Analysis

Facilitates the identification of the root cause of a design or manufacturing problem by allowing users to look at a problem at a higher, more conceptual level to identify the underlying issues and then visualize the impact of addressing different pieces of the problem. This ensures that users tackle the 'root' cause rather than symptoms of the problem – saving valuable time and resources.

Solution Manager

Goes beyond concept-generation to solution-generation by assisting users in the identification of potential solutions to a product or process design challenge. Automates the generation of solutions, once a problem has been defined, leveraging Goldfire Innovator's semantic technologies and research capabilities.

Inventive Principles

Rules, based upon the analysis of thousands of patented technologies, for modifying systems to solve design problems and improve overall system configuration.

System Modification Patterns

Rules, based upon the analysis of thousands of patented technologies, which facilitate the modification of a system to the next stage of evolution in a technology, as shown by an S-curve analysis of the system.

Researcher

Goldfire Innovator's Researcher application can be leveraged throughout the entire innovation process, facilitating research and analysis of competitive patenting activity, patents, and industry and technology trends. Researcher also facilitates the capture and sharing of personal and corporate knowledge enabling engineering reuse and eliminating reinvention. Researcher components include:

Knowledge Search

Searchable knowledge bases are created using Invention Machine's patented and unique natural language indexing technology. Unlike keyword searches, Researcher's Knowledge Search is based on the semantic structure of a sentence. Researcher is able to extract the main idea of a sentence and match against the users query.

Company Profile

Create a detailed profile of a company's patent activity, core technologies, and key inventors.

Competitive Analysis

Compare the innovation profiles – including your own - of companies to compare patent activity, core technologies, key inventors, and more.

Technology Analysis

Identify the companies involved in developing a specific technology and view their innovation profiles to assess the value of a technology.

Patent Citation

Assess the value and uniqueness of a technology by identifying the companies that are citing a particular patent, as well as the citation frequency.



The Goldfire Innovator Difference

Goldfire Innovator is the only software suite of its kind. No Product Lifecycle or Product Design Management solution enables companies to manage concept generation to fuel their product pipelines with more, higher-quality products while minimizing production costs through improved process efficiencies.

Goldfire Innovator delivers a complete set of applications that empower companies to make innovation a structured, predictable, and repeatable process. Goldfire Innovator delivers huge top- and bottom-line impact and ROI – return on the individual, on the innovation initiative and on the investment in the Goldfire Innovator solution.

Invention Machine Corporation is based in Boston, Massachusetts, with offices in France and the United Kingdom.

Innovation Intelligence

Invention Machine hosts rich patent and scientific content that is leveraged throughout the needs analysis, concept generation and concept validation processes. This Innovation Intelligence includes:

Worldwide Patent Databases

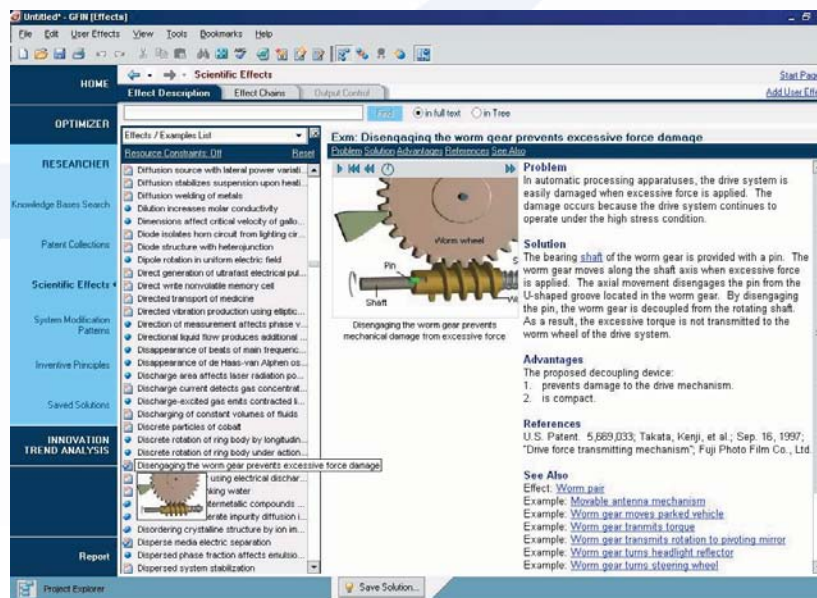
Goldfire Innovator's Patent Knowledge Bases enable users to harness the full value of patent documents as sources of innovative solutions and competitive intelligence. Goldfire Innovator taps patent bibliographic data to generate in-depth company, inventor and technology profiles.

Largest Scientific Effects Knowledge Base

Goldfire Innovator provides users with access to Invention Machine's proprietary database of over 8000 cross-disciplinary scientific effects – the most comprehensive scientific library of its kind. IMC Scientific Effects includes animated descriptions of each scientific effect and detailed real-world examples of their application across industries. The functional structure of IMC Scientific Effects helps users to think outside-of-the-box and leverage intelligence across different engineering domains. Armed with this content, engineers can quickly identify methods for performing specific design functions.

Deep Web Links to Critical R&D Content

With IMC Web, Invention Machine has facilitated access to more than 2000 cross-disciplinary websites, housing rich scientific content. With Goldfire Innovator, users can access and research content (such as newsgroups, trade journals, government research sites and other industry publications) inaccessible to traditional keyword searches - such as those performed by Google™ or Yahoo™.



IMC Scientific Effects is an extensive, cross-disciplinary library that assists users in discovering innovative methods for performing specific tasks.

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