


# Press Release

July 2002

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## Focus on Digitization

### Starting Shot for the ProSTEP iViP

### Association

Darmstadt / Ulm, July 2002 - The demands being made on product development with regard to reducing development times in the face of an increasing variety of products and the globalization of sales and procurement markets can only be satisfied by the comprehensive digitization of both the product and the product development process.

Networked collaboration in a worldwide development network is the challenged being faced by the manufacturing industry. The concept of a coherent, intercompany view of data, processes and systems provides a solid foundation for meeting this challenge. A foundation to which the ProSTEP iViP Association, with its more than 200 members from the manufacturing industry, the IT industry and research institutions, is providing its support.

The ProSTEP Association for the Advancement of International Product Data Standards was created in 1993 with the aim of promoting the use of existing standards and developing new product data standards. Founded by 38 leading car manufacturers and industry suppliers such as BMW, DaimlerChrysler, Volkswagen, Siemens and Bosch, as well as a number of IT system vendors, the Association now has over 200

member from 17 nations. From the start, great importance was attached not only to cooperation with the appropriate trade associations but also to harmonization on an international level. For this reason, the list of members includes not only national associations such as the VDA and VDMA, but also associations from other countries such as the Japanese automotive associations, JAMA and JAPIA. When it was set up, the Association focused on the further development of the STEP product data standards in line with the requirements of its members and the needs of users. Soon, however, the work performed by the Association was expanded to include tasks such as quality assurance and the testing of the interface processors developed. The Association's benchmarks, which are carried out periodically to test the quality of interface processors, have in the mean time gained international recognition.

In April 2002, the Association changed its name to the ProSTEP iViP Association and has expanded the parameters of the work it performs. In the future, the Association will not only concern itself with the standardization of product data standards but will also address issues concerning IT development, system architecture and, above all, process engineering. Although a certain amount of disillusionment has set in after the initial e-business euphoria, the catchword "engineering e-business" reveals numerous opportunities for finding solutions to the tasks at hand using Internet-based standards and technology.

With its strategic realignment, the Association is also taking over responsibility for perpetuating the ideas and concepts developed in the iViP (Integrated Virtual Product Development) project sponsored by the German Ministry of Education and Research (BMBF). In addition to an



IT platform for the integration of heterogeneous product creation processes, 45 prototypes were developed within the context of the iViP project. According to estimates by the 53 project partners, which include renowned manufacturers and numerous suppliers, service providers, software companies and research institutions, approximately 30 of these prototypes will soon be available as products. The iViP project ran from 1998 to June 2002 under the joint management of Fraunhofer IPK, Volkswagen AG and Siemens Business Services.

Alfred Katzenbach, Director of Research and Technology IT for Engineering, DaimlerChrysler, and a member of the Association's board since 2000, assumed the position of Chairman of the Board in April 2002. The other members of the board are: Ulrich Ahle, Siemens Business Services, Prof. Dr. Frank-Lothar Krause, Fraunhofer IPK Berlin, and André Radon, Delphi.

As before, responsibility for managing the ProSTEP iViP Association lies with Christine Frick. You can contact Ms. Frick at:

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