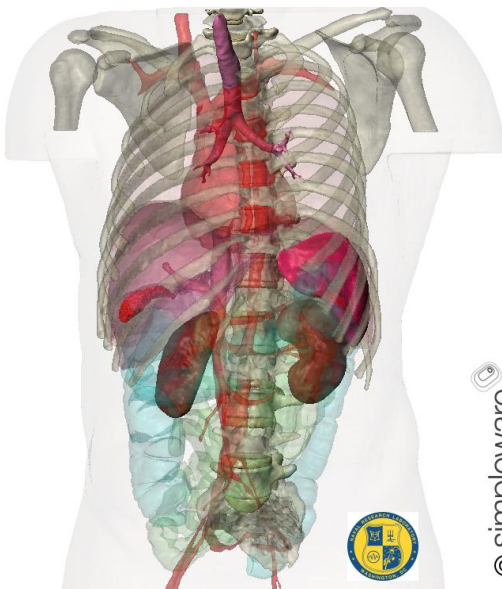


THE IMPACT AWARDS

12

BUSINESS IMPACT – ASPIRING AWARD

Winner - Simpleware Ltd and University of Exeter, Simpleware Ltd: Simulating Reality



© simpleware

Simpleware is an innovative high technology spin-out company from the University of Exeter.

Simpleware develops, markets, and distributes world-leading software solutions for the conversion of 3D image data into high-quality computer models used for engineering design and simulation. The technology is underpinned by patented techniques developed by the project team.

Over 85% of sales are export-based with customers ranging from international blue chip corporations to research institutes including high profile entities such as NASA, US Naval Research Laboratory, and Siemens as well as a wide range of universities worldwide.

The company employs 15 staff, including University of Exeter graduates (Masters and PhD level), at its headquarters based in Exeter and has enjoyed an average 40% growth rate per annum over the last five years. There are an additional four full-time posts currently advertised. A sales office was opened in the USA in 2011 and a second office in Germany is planned for 2012. A recent Plymouth Western Morning News Grant will assist with employment of additional staff as will an award from the US Air Force Research Laboratories.

Simpleware also offers software support and bespoke consultancy services. The majority of consultancy services are contracted for research on human body models for product design and impact studies. Customers include large multi-national corporations and high-profile research organisations such as Nestle, Toyota, Johnson and Johnson, BASF, Exxon and Mercedes Benz.