



**FISHER/UNITECH**

*Product Lifecycle  
Management Solutions*

## ***solidThinking Names FISHER/UNITECH its First Value-Added Reseller in the U.S.***

*FISHER/UNITECH to offer the latest in product design flexibility;  
will promote, sell and support solidThinking 7.6*

**Troy, MI (September 15, 2008)** — solidThinking, Inc. ([www.solidthinking.com](http://www.solidthinking.com)), a global industrial design/styling software company, has signed FISHER/UNITECH ([www.funtech.com](http://www.funtech.com)), a leading product development technology firm, as a value-added reseller (VAR) to promote, sell and support solidThinking and its portfolio of features to the industrial design community in the Midwest. solidThinking recently introduced its new 7.6 software for Windows and Mac users worldwide.

“We see solidThinking as an excellent complement to our solutions suite and one that will make much headway in the industrial design arena,” said Charles Hess, president of FISHER/UNITECH. “FISHER/UNITECH is excited and pleased to have solidThinking as a partner in our effort to bring valuable new technology to the product development process of our customers.”

With 10 offices serving the Midwest, FISHER/UNITECH is a leading reseller of SolidWorks, PDMWorks Enterprise and the Dimension 3D Printer. FISHER/UNITECH plans to market solidThinking, an official SolidWorks Partner Product, as part of its diverse product-offerings suite to customers in Michigan, Ohio, Indiana, Kentucky, Illinois, Kansas, Missouri and Wisconsin.

“This partnership is a significant step for solidThinking and FISHER/UNITECH,” said Alessandro (Alex) Mazzardo, solidThinking’s vice president of product strategy and marketing. “solidThinking further augments FISHER/UNITECH’s product-offerings suite with the design flexibility and user-centric features that the software is already renowned for in the Italian market, traditionally one of the most influential design communities in the world.”

Mazzardo started solidThinking in Italy in 1991 with his brother Mario Mazzardo, vice president of product strategy and management. The global rollout of solidThinking 7.6 – which includes an updated rendering engine, a streamlined user interface, rich photorealistic-content functionality and a number of other user-centric enhancements – follows the recent acquisition of the company’s assets by Michigan-based Altair Engineering, Inc. ([www.altair.com](http://www.altair.com)), a leading global technology, consulting and services provider.

“We are extremely pleased to have FISHER/UNITECH as one of our strategic partners for the distribution of solidThinking in the Midwest region,” said Robert Little, president of solidThinking, Inc. “The company’s long track record of experience in delivering productivity-enhancing solutions to the design community, as well as its reputation for excellent customer service made FISHER/UNITECH the obvious choice to introduce solidThinking to the region.”

*(more)*

### **Troy, Michigan**

248-577-5100

800-816-8314 toll free

[info@funtech.com](mailto:info@funtech.com)

### **Grand Rapids, Michigan**

616-785-5222

[gr@funtech.com](mailto:gr@funtech.com)

### **Schaumburg, Illinois**

847-963-8335

[chicago@funtech.com](mailto:chicago@funtech.com)

### **Fort Wayne, Indiana**

260-471-1600

[indiana@funtech.com](mailto:indiana@funtech.com)

### **Indianapolis, Indiana**

317-663-4378

[info@funtech.com](mailto:info@funtech.com)

### **Dayton, Ohio**

937-436-3535

[dayton@funtech.com](mailto:dayton@funtech.com)

### **Cleveland, Ohio**

440-838-1844

[cleveland@funtech.com](mailto:cleveland@funtech.com)

### **Toledo, Ohio**

419-794-8790

[info@funtech.com](mailto:info@funtech.com)

### **Milwaukee, Wisconsin**

414-607-7240

[milwaukee@funtech.com](mailto:milwaukee@funtech.com)

### **St. Louis, Missouri**

636-939-9813

[st.louis@funtech.com](mailto:st.louis@funtech.com)

### **Kansas City, Missouri**

816-741-9300

[kc@funtech.com](mailto:kc@funtech.com)

**[www.funtech.com](http://www.funtech.com)**



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Companies that already rely on solidThinking include many of the world's leading designers of furniture, electronic devices, automobiles, lighting, shoes, jewelry, timepieces, sports equipment, yachts, consumer packaging and other products. Thousands of designers use solidThinking to develop products and packaging for such renowned companies and brands as Azimut Yachts, Bulgari, Cartier, Diesel, DuPont, Fujitsu, Hugo Boss, Italdesign Giugiaro, Korg, MacGregor Golf, Mares, Masterfoods, Merck, Nestle, Nikon, Panerai, Peg Perego, Pininfarina, Scavolini, Thomson, Tisettanta, Toshiba, Toyota, Volkswagen and Volvo.

### **About FISHER/UNITECH ([www.funtech.com](http://www.funtech.com))**

FISHER/UNITECH, established in 1993, provides Product Lifecycle Management solutions to discrete manufacturing companies. The company's focus is on process improvement for product development. Process improvement is obtained through the integration of advanced software solutions to replace legacy systems. The applications include CAID, CAD, CAM, CAE, PDM, KBE, Reverse Engineering and Rapid Prototyping. Professional services are offered for design automation and data management which provides customers with a full service, one-stop source for complex PLM systems. The company offers advanced web-based delivery of education programs with its interactive, instructor-led 3DU. Please visit the company's website at (<http://www.funtech.com>) or call 800-816-8314.

### **About solidThinking, Inc. ([www.solidthinking.com](http://www.solidthinking.com))**

solidThinking, Inc. develops and markets industrial design/styling software that helps designers invent, explore and evaluate new ideas easily, rapidly and cost-effectively, without the limitations of traditional software. Designers use solidThinking software to create photorealistic 3D virtual prototypes of products across the design arena, from architecture and automobiles to electronic devices, jewelry, product packaging and yachts. solidThinking is a wholly owned subsidiary of Troy, Michigan-based Altair Engineering, Inc. ([www.altair.com](http://www.altair.com)). Altair Engineering is privately held and employs more than 1,300 in North America, South America, Europe and Asia/Pacific.

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