

## AT A GLANCE

**Company:** ID Group**URL:** <http://www.idgroup-inc.com>**Location:** Huntington Beach, California, USA**Industry:** Design consultancy**Challenges**

- > ID Group sought to significantly reduce turnaround time in producing 3D models for its clients' design projects

**Solution**

- > The Eden500V™ 3D Printing System from Objet

**Results**

- > Improved service for clients in a hurry
- > Enhanced testing and validation processes
- > Yielded better overall design



“  
Objet  
has given us a  
substantial strategic  
advantage, yielding  
faster, better design for  
our clients  
”

Jeremy Wilkens  
Design Manager,  
ID Group

## Objet system empowers design consultancy to meet seemingly impossible client deadlines

ID Group is a full service design consultancy organization providing strategic and tactical solutions to high-profile organizations in a wide range of industries, including consumer goods, architectural, transportation and aerospace. By combining research, industrial design, engineering and manufacturing under one roof, ID Group provides turn-key capabilities and extraordinary technical and strategic expertise.

Until recently, the company had outsourced the production of product and manufacturing equipment models. “Our bottom line was impacted – and we were constantly dealing with issues related to our clients’ needs to develop and bring new products to market in the most timely manner,” says Jeremy Wilkens, Design Manager, ID Group. “We were not able to fully realize the benefits of our design iterations and improvements, but all of this changed when we brought Objet technology in-house.”

### Objet’s Eden500V™ selected for robust capabilities, high-level detail and office friendliness

ID Group chose Objet when it made the decision to bring 3D printing capabilities in-house. Says Wilkens, “We were drawn to Objet’s high-level detail, its smaller office footprint and ease-of-use.” ID Group was also attracted by the capability to provide clients with models incorporating a wide range of material, including Objet’s rubber-like FullCure® Tango materials. The company opted for the Eden500V™, one of the most robust Objet systems available.

Objet has proved to be a tremendous asset, allowing ID Group to meet once impossible client deadlines and to improve testing and validation processes. “Our designers and engineers can now modify and output designs more quickly for faster, better outcomes,” says Wilkens. “When clients come to our office, the Eden 500V™ takes center stage. They are dazzled by its capabilities.”



## From bikes to planes, Objet proves a valuable asset

ID Group utilizes its Objet system to develop client solutions across the full spectrum of industries and applications with spectacular results. In one example, an innovative start-up company partnered with ID Group to develop an early-stage prototype of a bicycle for riding on snow called the Ktrak Cycle. Using the Objet system, Wilkens and his colleagues were able to quickly produce and piece together complex components of the model, from bicycle wheels to a rubber-like belt, resulting in a working prototype that could be ridden and tested.

The speed with which ID Group delivered the model – and enhanced the initial design concept – enabled the start-up to quickly ramp-up full production and successfully launch the product in time for the 2008 winter season. Almost immediately, the Ktrak Cycle – with 25 times the traction and flotation of the average mountain bike – gained distribution to sporting goods dealers around the world. Says Wilkens, “With our Objet system, the Ktrak Cycle prototype took less than half the time to produce, and this was a huge advantage for our client in bringing the bike to market.”

In another example of Objet’s speed, versatility and quality, ID Group used its Eden 500V™ to execute an urgent project for aviation leader Learjet, a division of Bombardier Aerospace. Learjet called upon ID Group – in partnership with C&D Zodiac, a world leader in aircraft interiors – to create a life-sized mockup of the interior of the company’s newest aircraft – the Learjet85 – in time for the National Business Aviation Association (NBAA) convention, just ten weeks away. ID Group utilized its Objet system to produce – and sometimes improve – even the smallest details, from Passenger Service Units (PSUs) to lighting control devices. The plane’s interior – comprising hundreds of individual components – debuted on time in October 2008.

“Learjet’s leadership was astounded by quality of the finished product and the speed with which it was delivered,” said Wilkens. “Meeting the deadlines for the Learjet prototype would have been utterly impossible without our Objet system. We are repeatedly amazed by what this remarkable technology can accomplish.”

By bringing Objet technology in-house, ID Group has been able to consistently provide its clients – Ktrak and Learjet among them – faster, better design prototypes than ever before, representing a significant competitive advantage.



## About Objet Geometries

Objet Geometries Ltd., the innovation leader in 3D printing develops, manufactures and globally markets ultra-thin-layer, high-resolution 3-Dimensional printing systems and materials that utilize PolyJet™ Polymer Jetting technology, to print ultra-thin 16-micron layers.

The market-proven Eden™ line of 3D Printing Systems and the Alaris™30 3D desktop printer are based on Objet’s patented office-friendly PolyJet™ Technology. Connex500™ is based on Objet’s PolyJet Matrix™ technology, which jets multiple model materials simultaneously and creates composite Digital Materials™ on the fly. All Objet systems use Objet’s FullCure® materials to create accurate, clean, smooth and highly detailed 3-dimensional models.

Objet’s solutions enable manufacturers and industrial designers to reduce cost of product development cycles and dramatically shorten time-to-market of new products. Objet systems are in use by world leaders in many industries, such as automotive, electronics, toy, consumer goods, and footwear industries in North America, Europe, Asia, Australia and Japan.

Founded in 1998, Objet serves its growing worldwide customer base through offices in USA, Europe and Hong Kong, and a global network of distribution partners. Objet owns more than 50 patents and patent pending inventions.

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