

**NEWBURY, Berkshire, UK, February 10th, 2005** - Concurrent Systems Inc Ltd, a leading developer of heterogeneous design data and document management solutions today announces that they are to implement DDM at Hornby Plc, “The models and collectibles Group”, providing a comprehensive design data/document management and sharing solution for Pro/ENGINEER. (Creo Parametric)

## About Hornby

Hornby is a household name and is famous as the UK brand leader in the model railway hobby. The company’s founder was Frank Hornby (1863 - 1936) who applied for a patent in 1901 to protect an invention he called ‘Improvements in Toy or Educational Devices for Children and Young People’. Nobody then could have imagined how this product would influence the model railway hobby that we know today.



*“We have taken this strategic account in a competitive environment where the ‘Big Guns’ were out in force.”* States CSI's Managing Director, Joe McBurnie. *“Hornby performed a 3 month trial before they committed and DDM has again proved its worth in the PDM marketplace. Big is not always best, and it’s usually more expensive.”*

*“DDM offers a system that satisfied the majority of Hornby’s needs along with the flexibility of extending the system to suit specific CAD applications.”* States Hornby’s Product Development Director, Mike Walters. *“The DDM Web integration with AutoVue was significant in our selection as this offers company-wide interaction with the development process across multiple sites.”*

## Hornby Airfix Acquisition expands usage of DesignDataManager

**NEWBURY, Berkshire, UK, January 2008** - Concurrent Systems Inc Ltd, a leading developer of multi-CAD design and document management solutions today announces that Hornby Plc, due to their recent acquisition of Airfix, are to expand their usage of DesignDataManager.

*“After using DDM successfully for the past 3 years to manage their Pro/ENGINEER® (Creo Parametric) data, Hornby are now expanding their use of the DDM system to control the Airfix designs that includes SolidWorks® data, and streamline their existing processes using DDM Graphical Workflow”* states CSI's Managing Director, Joe McBurnie.

*“DDM offers a system that satisfies the majority of Hornby’s needs along with the flexibility of extending the system to suit specific CAD applications. With the Airfix acquisition, and the additional requirement to control SolidWorks 3D design data, DDM and its Multi-CAD support fits the bill perfectly. CSI have listened to its customer’s requests and moved the DDM product suite forward to include graphical workflow. We now intend to streamline our manual engineering processes using these tools.”* States Hornby Product Development Director, Mike Walters.

## Airfix today

Under the ownership of Hornby Hobbies Ltd, the Airfix brand sits comfortably with the other well known brands of Hornby (train sets) and Scalextric (slot car racing). In 2007 Airfix have released various kits including; 1:72 RNLI Severn Class Lifeboat, a 1:48 Mki Spitfire and 4 Diorama Airfield sets under Hornby ownership.



## Hornby plc invests further in DesignDataManager to expand their design capacity and further streamline their global processes.

Concurrent Systems Inc Ltd, data management specialists, today announces that Hornby plc, the UK brand leader for production and manufacture of model railway and scalextric, has invested further in DesignDataManager (DDM), in order to expand their design capacity and further streamline their global processes.

Founded in 1907 by Frank Hornby, the company is famous as the UK brand leader in the model railway hobby and has justifiably held that status for over 50 years.

The need to take active control of all development data through a single database became evident in 2005 when the growth of the core brands of Hornby and Scalextric spiralled worldwide and again with the more recent acquisition of the Spanish model railway company Electrotren and Lima of Italy with its international brands, Lima, Jouef, Riverosi, and Arnold. At this time Hornby introduced DDM which they successfully used to streamline their processes and manage their Multi-CAD engineering data including SOLIDWORKS® and Pro|ENGINEER® (Creo Parametric).

With further global growth and a manufacturing plant in China, Hornby recognised that the current system of transferring information using the FTP site had the potential for error, misunderstanding and duplication. Expanding the use of DesignDataManager to include DDM Web will enable Hornby to have a single store for all of their Engineering data, and make it more widely available both internally and to their supply chain in Spain, Italy, Germany, France, Hong Kong and America. DDM Web is a browser based application enabling a remote search, view and print capability for all design data, project based part, assemblies, drawing & documents information, held within DDM. It provides full audit traceability using an automatic e-mail notification system to Suppliers/External Access users. This in turn reduces duplication of data and frees up data storage on the FTP site.

### About DDM:

DesignDataManager (DDM) is a multi-CAD, cost effective data management and reporting system for the leading modelling solutions including SOLIDWORKS®, Inventor®, IronCAD®, Solid Edge®, AutoCAD®, Creo Elements Direct Drafting and Creo Parametric®. With a feature rich toolset, DDM provides control of all Intellectual Property and through a full audit history, enables you to track modelling, drawing, document modifications to provide crucial traceability and accountability. Using familiar Windows 7 interface, DDM is an intuitive tool for managing data and business processes, across a whole enterprise. Global access to real time data eliminates costly errors and delays enabling to deliver to market faster. [www.designdatamanager.com](http://www.designdatamanager.com)





## Why PDM?- Michael Walters, Development Director

### 1. Why did you decide to invest in a data management solution?

Hornby did not have an electronic design data control system in place prior to investing in DDM. The need to take active control of all development data through a single database was evident when considering the growth of the core brands of Hornby and Scalextric worldwide and the more recent acquisition of the Spanish model railway company Electrotren and Lima of Italy with its international brands, Lima, Jouef, Riverosi, and Arnold.

### 2. What kind of data management solution were Hornby looking for?

Hornby wanted a mid range package economical in cost, simple user interface, and with minimum systems administration.

### 3. How did DDM fit with your requirements?

DDM offered a system that satisfied the majority of our needs along with the flexibility of extending the system to suit specific CAD applications.

### 4. Were there any specific aspects of the DDM product range that you found essential to your enterprise?

The integration with AutoVue was significant in our selection as this offered company wide interaction with the development process.

### 5. How did DDM's 'Out of the box' functionality compare with 'high-end' product currently on the market?

Hornby felt that the high end systems available were unnecessarily complex when considering Hornby's current and future requirements.

### 6. How will DDM feature in Hornby's future?

With the expansion of the Hornby group and multiple production sites the DDM web server will allow the various members of the group to access data in a controlled and secure manner.