



4moms Leverages ANSYS to Develop Innovative Products

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PITTSBURGH, July 22, 2014 /PRNewswire/ -- From an infant car seat that auto-levels and tensions to a cell phone-charging baby stroller, [4moms®](#) is revolutionizing the \$8.9 billion baby gear market with some help from [ANSYS](#) (NASDAQ: ANSS).

4moms is an innovative juvenile products company that has redefined the industry through the use of advanced robotics. As demand continues to increase, the company must drive its innovative products to market faster – while ensuring safety for infants and affordability for their parents. So the company uses ANSYS engineering simulation solutions to create virtual prototypes of its products, reducing time and money, without sacrificing safety.

"4moms is smart and agile in the development of our products," said Robert Terhune, mechanical engineer at 4moms. "ANSYS is a perfect complement to our product development process. With ANSYS, we can create certain prototypes in the computer instead of in the real world. That gives us accurate predictive answers so we can physically prototype with confidence, making the entire development process faster and much more cost-effective – and helps to spur even higher levels of innovation."

In the case of its soon-to-be-released infant car seat, 4moms had been spending a considerable amount of time and money on crash testing physical prototypes. Using simulation from ANSYS, 4moms engineers were able to validate certain design decisions before crash testing and supplement the crash testing results, enabling the company to operate more effectively and efficiently. As a result of this initial success, the company also uses ANSYS when designing the next generation of its current products.

"4moms offers some of the most innovative and well-designed products in the baby gear market," said Thierry Marchal, industry director at ANSYS. "The company is a role model in harnessing the power of engineering simulation to deliver safe, affordable products."

About ANSYS, Inc.

ANSYS brings clarity and insight to customers' most complex design challenges through fast, accurate and reliable engineering simulation. Our technology enables organizations — no matter their industry — to predict with confidence that their products will thrive in the real world. Customers trust our software to help ensure product integrity and drive business success through innovation. Founded in 1970, ANSYS employs nearly 2700 professionals, many of them expert in engineering fields such as finite element analysis, computational fluid dynamics, electronics and electromagnetics, and design optimization. Headquartered south of Pittsburgh, U.S.A., ANSYS has more than 75 strategic sales locations throughout the world with a network of channel partners in 40+ countries. Visit www.ansys.com for more information.

ANSYS also has a strong presence on the major social channels. To join the simulation conversation, please visit: www.ansys.com/Social@ANSYS

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ContactMedia Tom Smithyman
724.514.3076
tom.smithyman@ansys.com

Investors Annette Arribas, CTP
724.514.1782
annette.arribas@ansys.com



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