

Accommodation:

Single and double rooms are available at:

- **Radisson SAS Hotel**
Messe Kreisel 3, 50679 Cologne, Germany
Phone: +49 (0)221 27720 0

Rate per night including breakfast:

- **EUR 120** - single room
(incl. breakfast buffet)
- **EUR 135** - double room
(incl. breakfast buffet)

Please enter your booking requirements on the registration form (online or fax reply). We will gladly make a reservation for you at the Radisson SAS hotel.

How to get to the Radisson SAS Hotel:

The hotel is located ca. 2 km away from the centre of Cologne and situated near to the Cologne fair ground (ca. 250 m). It's only a short walk from the hotel to Cologne's attractive places of interest such as the Cologne Cathedral (ca. 2,0 km), the old town district (ca. 1,5 km) and the shopping streets (ca. 1,5 km).

From the Airport (about 20 km to the hotel):

By taxi:

The route to the hotel by taxi takes about 30 minutes and costs approximately EUR 25.

By bus:

The public airport shuttle "Bus Nr. 170" operates between the hours of 6.00 a.m. and 11.00 p.m. and is available at least twice an hour between the airport and your stop "Station Deutz /Messe". A short walkway leads you to the tramway stop "Station Deutz /Köln-Arena" which is next to the one that you have just exited. Take tram No. 3 (direction: Schlebusch) or tram No. 4 (direction: Thielenbruch)

and get off at the first stop "Kölnmesse Osthallen" which is directly opposite the hotel entrance. The trip will take about 60 minutes and costs approx. EUR 6,50.

From the Main Station

(about 2 km to the hotel):
From the Main Train Station take the subways No. 16 - 19 (directions: Klettenbergpark, Ubierring or Bonn) to the stop "Neumarkt". Here you change onto the tram No. 3 (direction: Schlebusch) or tram No. 4 (direction: Thielenbruch) and get off at the first stop "Kölnmesse Osthallen", which is directly opposite the hotel entrance. The trip will take about 15 minutes and costs approx. EUR 1,50.

By Car

Take the direction of "Train Station Köln-Deutz". From here use the "Deutz-Mühlheimer-Street" towards "Messehalle Ost". The hotel is located opposite the halls.

Parking:

Underground parking at the hotel is available.



Major Sponsors:



Event Partners:



ICEM Limited, Epsilon House, Enterprise Road, Chilworth Science Park, Southampton, SO16 7NS, United Kingdom.
www.icem.com



ICEM User Meeting 2004



22-24 March, Radisson SAS Hotel,
Cologne, Germany



Sponsored by:



The Event:

The ICEM User Meeting is the annual event for ICEM customers. This major event will give you the opportunity to hear the latest news about the ICEM business, to look into the most recent development activities for ICEM Surf as well as ICEM's new styling software, ICEM Style and also get a valuable overview of ICEM's goals for the future. A variety of live demonstrations and presentations will allow you to see and evaluate what is currently under development. The event will also provide an excellent platform for you to communicate with other ICEM software users and to exchange information with the ICEM team. The interaction with you, our customers, is always very valuable and with this event we will again give you the chance to have influence on the development of ICEM software.

Conference Location:

Radisson SAS Hotel
Messe Kreisel 3
50679 Cologne, Germany
Phone: +49 (0)221 27720
Website: www.radissonSAS.com

Registration Fee:

The registration fee of **EUR 250** covers:

- Attendance at the 2-day conference including workshops
- Catering during the event
- Supplementary programme - Company visit to Ford or sightseeing tour of Cologne

The registration fee does not cover:

- Travel expenses and hotel accommodation

Registration:

Please complete the registration form and return it before 27 February 2004

- Either complete the enclosed **fax reply** and return it to +49 (0)6102 3669 000
- Or complete and submit the **online registration form** at www.icem.com → events

The registration fee can be paid in cash or by cheque at the beginning of the conference, or via invoice. Invoices can only be requested before 5 March 2004. Payment is required prior to the event.

Monday 22 March – Morning

8:15 – 12:30 Supplementary Programme

On Monday morning before the official start of the ICEM User Meeting, we are offering you the following supplementary programmes:

1) Company visit to Ford:

Tour 1: **8:15 – 11:00**
Tour 2: **9:45 – 12:30**
Both tours are identical.



Ford Werke AG offers a guided tour through the Fiesta Production Plant in Cologne-Niehl. After a multi media presentation you will be driven through the plant in a special visitors train explaining production from stamping to final assembly. Due to the limited number of seats each tour is limited to 45 participants. The places will be allocated on a first come, first served basis. A bus transfer from the hotel to the Ford premises will be made available. (Please note that any kind of photography and/or tape recording is not permitted.)

2) Sightseeing Tour of Cologne

The guided town tour through one of the most beautiful cities in Germany takes approx. 2 hours. You will be walking to the most interesting places of Cologne including an approx. 45 minute tour of the 755 year old cathedral.

Please mark your preferred choice on the registration form.

Monday 22 March – Afternoon

ICEM User Meeting

13:30 Conference Registration and Lunch at the Hotel
14:15 Conference Start

ICEM Presentations:

- Welcome and Introduction of the Partners
Kate Mills, Global Marketing Director
- ICEM Strategy and Business Update
Lee Cureton, Chief Executive
- ICEM 2004 and beyond
Peter Salzmann, Director R&D, New Technology
- ICEM Style - Introduction and Overview
Phil Botley, Technical Consultant



Customer Presentations:

- Surface Development at Ford, Ford Werke AG
Volker Renn, Supervisor Surface Development
Herbert Häck, Teamleader Exterior
Constantin Vlachos, Teamleader Interior
- The Digital Styling Experience, DaimlerChrysler AG
Thomas Haase, Senior Manager Data and Models, Class-A-Data
Stephan Domin, Manager CAID Projects and Processes
- Body-In-White Methodology with ICEM Surf
Nick Nikrou, Office Manager, IBO Engineering, Spain

18:00 Reception & Third Party Exhibition

Our partners: 3Dconnexion, Barco, GOM, Hewlett Packard, Minolta, Nvidia, SUN

20:00 Dinner

Tuesday 23 March

9:15 Conference Start

ICEM Presentations:

- ICEM in your Process Workflow
Pete Moorhouse, General Manager Central Europe

Customer Presentations:

- Pininfarina and ICEM Surf
Marco Capolicchio, Surface Definition Manager, Pininfarina S.p.a., Italy

ICEM Surf Workshops:

- 1. ICEM Style**
An in-depth introduction into ICEM's new product for designers and stylists
- 2. Visualisation**
Presentation of virtual design close to reality; incl. new functions such as individual tessellation, radiosity rendering, and cubic texture mapping.
- 3. Platform Integration – Catia V5**
The interoperability of ICEM Surf with Catia V5. What is already possible and what is planned.
- 4. ICEM Surf 4.4 – General**
An introduction to new functions of ICEM Surf 4.4: new face algorithm, tube function, new ICEM database, improved diagnoses and enhanced functions for profiles, blends, flanges, etc.

16:00 End of the ICEM User Meeting 2004

Wednesday 24 March

Optional Training Classes

9:00 – 16:00 ICEM Surf - In-depth Training Classes

Practise your ICEM Surf skills in special training classes. We are offering you two parallel running sessions:

ICEM Surf 4.4 Update Training:

- New and existing functions of the current version ICEM Surf 4.4.
 - Tips & tricks for a more effective use of ICEM Surf as well as clinic sessions for discussions with the trainers on individual data/models. You are encouraged to bring your own data on CD.
- Maximum number of participants: 15

Visualisation and Rendering Training:

- Create photo realistic images and animations from your design models, balance environment, lights, materials and textures.
 - Use "reference manager" functionality for handling of large databases and creation of model variants.
 - Use new functions such as "individual tessellation" to speed up display performance, "radiosity rendering" for increased realism and "cubic texture mapping" to save set-up time.
- Maximum number of participants: 10

The price for each training class is **EUR 150** (incl. lunch). Please choose one of the training classes and mark your choice on the registration form.

Should you have any questions, please do not hesitate to contact us:

- by email: info@icem.com
- by phone: +49 (0)6102 3669 000

