

Customer Profile

L A P D

Direct Modelling helps LAPD to increase service levels to their customers

LAPD are lighting consultants and product designers, working with a broad base of customers which include leading retailers, museums and galleries, lighting manufacturers and street furniture suppliers. LAPD have used Solid Edge since its inception in 2000 and they make use of the software in varied ways, from full product design, development and engineering, to providing visualisations of concept lighting schemes set in to architectural plans. LAPD have grown with the increased functionality of Solid Edge and have seen impressive improvements in the software.

LAPD have to work with many clients. Some already have 3D capability, and some who have no CAD capability at all. LAPD's success in the marketplace has been their ability to quickly interpret line drawings, 2D and 3D data, and modify the data to their requirements. Solid Edge proved itself to have the widest range of translators to be able to accept native or generic data from most of LAPD's customers and their CAD packages.



Downlight Design, Wila Lighting, Germany



Promenade Light Fixtures,
Canary Wharf South

The introduction, in Solid Edge V17, of the Direct Modelling toolbar has had a significant impact on LAPD's business. A lot of their business is creating modifications to update, or extending ranges of products. Traditionally the company would accept 3rd party IGES, or Parasolid data and effectively re-build the part with their changes implemented. The ability to edit the parts received through Direct Modelling has meant that the time taken to turn around projects has reduced significantly.

The two other sets of tools that have enabled LAPD to work more effectively with their clients are Web Publisher and Virtual Studio + .

"I always smile at the reaction I get from clients when they can see the output from these two tools. They provide an increased air of professionalism at very little additional expense and I would recommend that every Solid Edge user should have these. Solid Edge allows us to explore avenues with our clients quickly and effectively, achieving solid results which are easily transferred in to rapid prototypes and on into finished product. Features such as Web Publisher and Virtual Studio + only enhance our position and build confidence further, with 67% of our turnover coming by way of repeat business from existing customers,"

Simon Fisher, Director. LAPD Consultants Ltd.