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"The global launch of meshworks morpher 4.0 proprietary software"

Detroit Engineered Products, Inc the US based design engineering services subsidiary of Autoline Industries Ltd, announced in Pune, India, the global launch of Meshworks Morpher 4.0 a proprietary software product targeted at the automotive and engineering market.

Michigan based Detroit Engineering Products (DEP) which was recently acquired by Autoline Industries Ltd, has been developing this product platform for the last five years and has already sold the earlier versions of the product to the design departments of companies like Toyota Motor Corporation, General Motors, Hyundai Motor Co, etc. Meshworks Morpher 4.0 adds path breaking functionality and a range of new features to the currently available versions of Morpher that are available only to large corporate customers.

Morpher 4.0 functionality allows design engineers to use old design data to develop completely new designs within a matter of 4 weeks, as opposed to the industry standard of 32 weeks. The new version of the software also allows for "parametric optimization" to develop designs that have been validated for crash, noise, stress, shear and other engineering requirements.

Commercial sales of Morpher 4.0 are expected to begin in September 2007. The target market for this product globally has been estimated at \$200M. The Indian market for the product alone is estimated at INR 300 crores. The company is targeting a 5% penetration in year one of sales.