



Dear Reader,

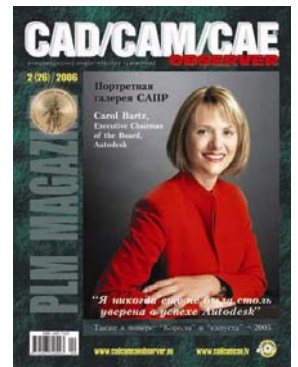
“CAD/CAM/CAE Observer” is an information-analytical PLM magazine in Russian language, that observes the wide range of themes and questions on development and implementation of newest software for computer-aided industrial design (CAID), computer-aided design (CAD), computer-aided engineering – analysis, calculations and simulation (CAE), computer-aided process planning and manufacturing (CAPP & CAM), architecture, engineering & construction (AEC) and product data management (PDM) at all stages of product lifecycle.



Remaining the consistent evangelist of Product Lifecycle Management (PLM) “manufacturing” methodology, that underlines the modern approach of increasing competitiveness of the manufactures of different kind of products; magazine pays proper attention to the alternative concept known as Digital Prototyping, as well as to problem discussions concerning integration between PLM and other enterprise management systems like CRM, SCM and ERP. Besides the observation of machine building industry, the review of questions and solutions for automation in other spheres are presented in the columns like “Plant design”, “Architecture, construction and GIS”, “Electronics and electrical engineering”, “CAD/CAM/CAE & Education”, “Robots & its programming”, “Hardware”, “Machines and measuring devices”, “News, events, comments”, and etc.



The magazine is addressed to the executives and specialists of manufacturing enterprises and design bureaus of high-tech industries like machine building, electronics and electrotechnics, mechatronics, and others, as well as to students and educators of technical colleges and high-schools. It may be of interest for scientists, architects and builders, specialists from domestic goods production, packaging, apparel, food industries, and etc.



The magazine is founded and published since the year 2000. The Editorial board is represented by the team of professionals with many years’ experience in CAD/CAM/CAE/PLM sphere. Cooperation with the leading international analytical and consulting agencies, print and digital magazines – *CADCAMNet*, *TechniCom*, *Cyon Research Corp.*, *Cadalyt*, *CIMdata*, *Cambashi*, *Desktop Engineering*, *ConnectPress*, *Jon Peddie Research* – and with the range of well-known authors and analysts – *Brad Holtz*, *Raymond Kurland*, *Stephen Wolf*, *Rachael Taggart*, *Randall Newton*, *David Cohn*, *David Weisberg*, *Al Dean* – opens Russian-speaking readers an access to the same informational resources like their colleagues all over the world have.



Main functions of the magazine are:

- communicative – to connect CAD/CAM/PLM software developers, vendors and resellers with the readers, i.e. with current and future users of their solutions, located on the territory of the former USSR – Russia and CIS countries; to serve as an effective influential channel on the market – secure feedback provider, allowing to open and make known readers’ evaluation of vendor business;

- informational (cognitive) – to tell on newest CAD/CAM/PLM software developments, new functional of the existing software, different aspects of certain software implementation on the base of the best CAD/CAM/CAE/PLM products, to observe the most critical questions of international CAD/CAM/CAE/PLM market operation and development in general, as well as its separate sectors and regions;
- propagandistic – to show and make public really successful CAD/CAM/CAE/PDM software implementation cases on Russian and foreign enterprises, called as „success stories”;
- educational – to teach readers, especially the young ones, to think independently, to be able to take right decisions, to have critical approach to the questions of selection of CAD/CAM/PDM system.

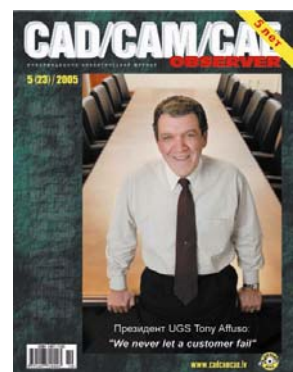
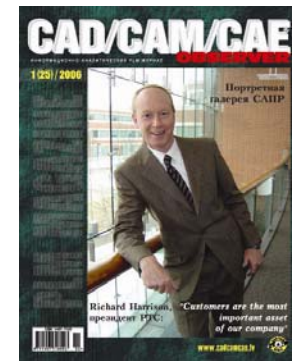
Main goal of the magazine – to assist high return on investments, made in CAD/CAM/PLM systems, CNC machines and other modern design and manufacturing tools.

General difference – combination of author’s articles, translated materials and Editorial columns, minimum of academic language, not indifferent attitude to the published articles, special manner in selection and presentation of materials (including the critical ones), attempt to maintain the balance of the main CAD/CAM/PLM software vendors presence in the magazine, wide use of such genres like exclusive interview and “round tables”, presence of analytical, comparative, overview and forecasting information that have practical benefit as for the student as well as for the leader of the enterprise. All these don’t remain unrecognized by readers and allow speaking on “CAD/CAM/CAE Observer” corporate identity that is cognate and even cloned.

Magazine’s success is assisted by its independence, constructive approach and active participation in Russian CAD/CAM/PLM market’s life.

Magazine is a participator and informational sponsor of practically all significant Russian exhibitions and forums, and the initiator of three standing original publicistic projects:

- “Kings” and “cabbage” – annual Editorial analysis of the financial indexes of the top CAD/CAM/PLM market players. Project has started in the year 2000 and every scheduled issue containing such analytical material becomes a best-seller among CAD/CAM/PLM professionals;
- “CAD/CAM/PLM Portraits Gallery” – Editorial undertaking, that doesn’t have the analogues, the principal idea of which is to record for the history the faces and thoughts of business leaders from the international CAD/CAM/PLM market, who have made a big contribution to this market and did (and do) a lot for industry development. This project has started in the year 2005. The leaders of the largest CAD/CAM/PLM companies have taken part in it. Among them are: *Carol Bartz*, *Robert “Buzz” Kross*, *Alexander Tasev* (*Autodesk*), *Tony Affuso* (*Siemens PLM Software*), *Richard Harrison* (*PTC*), *Francis Bernard*, *Laurent Valroff* (*Dassault Systemes*), *Jeff Ray* (*DS SolidWorks*) and *Alexander Golikov* (*ASCON Group*);
- “The Success Formula” – some kind of comprehensive success stories in the sphere of implementation of the CAD/CAM/CAE/PLM software in Russia and other CIS countries. For each pair of project participants – software vendor and user – it is the tribune and honour board simultaneously. The main goal of the project is to help



based on successful experience and advice those companies' executives who stand at the very beginning of their way to success and only think about choosing the right route. Some famous companies have already shared with the readers with their "success formulas", incl.: "Sukhoi Design Bureau", "Electropult", "Tyazhmash", "Teploobmennik", "Salut", "VAGONMASH", "Engineering Center", and etc.

The magazine is distributed primarily on subscription base through subscription agencies and catalogues ("Rospechat", "Pressa Rossii", "Swets Information Services", and etc.), through Editorial (especially for readers from European countries, USA, Israel, and etc.), as well as on thematic exhibitions, trade shows, conferences and seminars, held in Russia, CIS and in The Baltic States.

In the scopes of mentioned projects the magazine copies are send to:

- largest industrial and research-and-production companies;
- well-known high schools, research institutes and design bureaus;
- federal, republic, municipal and university libraries;
- Chambers of Commerce and Industry, embassies and engineering associations.

Among magazine subscribers are such famous Russian companies like: ЦКБ МТ "Рубин", КАМАЗ, КнААПО, Автоваз, НПП "Алмаз", Красный Октябрь, Красноярский завод комбайнов, НПО "Сатурн", ЦСКБ-Прогресс, ТАНТК им.Бериева, ОКБМ им.И.И.Африкантова, НИИ Стрела, ММП им. Чернышова, НАМИ, and many enterprises, institutes from Ukraine, Belarus and The Baltic States: Киевприбор, АНТК им.Антонова, Новокраматорский машинозавод, ЦКБ Черноморец, НПК Искра, РУПП Витязь, ЗАО Атлант, ПО БелАЗ, ГП Горизонт, Рижский вагоностроительный завод, АВ Vilma, ACCEL Elektronika, etc.

IBM PLM Solutions – the division of IBM that is responsible for Product Lifecycle Management (PLM) solutions implementation – has evaluated the Magazine as the best professional CAD edition in the Eastern Europe in particular sphere.

In 2006 & 2008 during Moscow International Salon of Innovation and Investment "CAD/CAM/CAE Observer" magazine two times has received First place and Gold Medal from Russian State Government in nomination: "Best Magazine in Russian language observing problems of technological and innovation spheres". Since then the Gold medal's avers became an integral attribute of the magazine's first cover.

Since the year 2002 magazine is abstracted by All-Russian Institute of Scientific and Technical Information (VINITI).

The circulation number of one issue is between 5 to 8 thousand copies, volume – 96 pages, periodicity – 8 issues per year.

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