

Invention Machine Goldfire drives sustainable innovation empowering faster, more informed and more creative decisions to:

- Increase product innovation and competitive differentiation
- Shorten time and cost to design and bring products to market
- Improve product quality and reliability; reduce design errors
- Avoid re-inventing the wheel or pursuing futile research
- Focus and reduce testing and analysis requirements
- Preserve and leverage intellectual property
- Reduce new employee training and time-to-productivity

“Goldfire focuses and informs an engineer's thought processes by automating innovation tasks inherent in a product's lifecycle and infusing ideas with knowledge ...to uncover and validate new ways of seeing or doing something.”

—Desktop Engineering Magazine

Invention Machine software is fueling innovation for leading companies worldwide across:

- Aerospace and Defense
- Automotive
- Consumer
- Energy and Environmental
- Industrial
- Life Sciences
- Technology

Invention Machine Goldfire

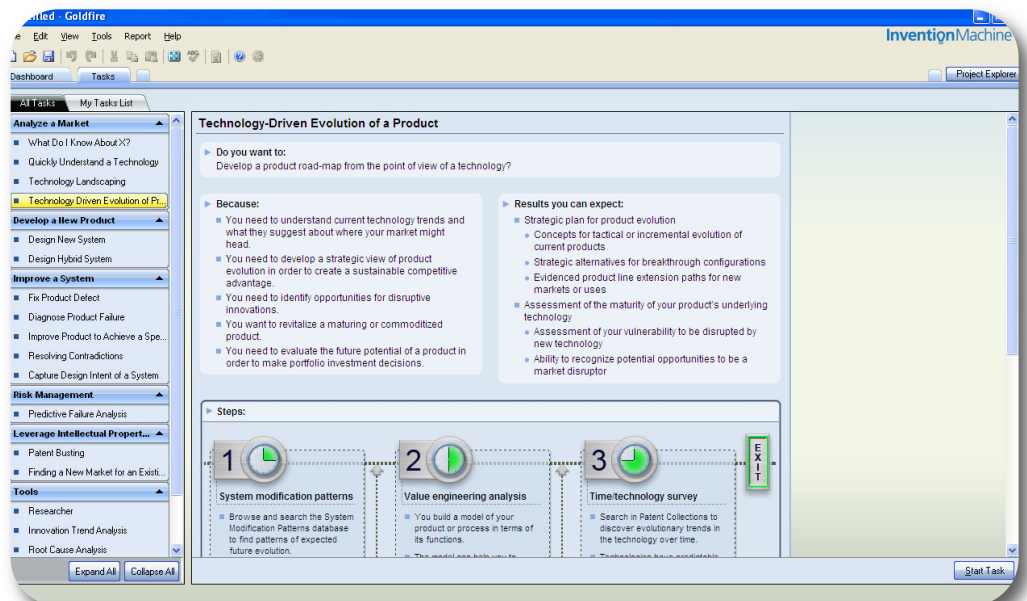
Powerful innovation software that automates every day innovation tasks to drive sustainable innovation

Innovation is the lifeblood of a company—driving top line growth and increasing market share. But to continuously fuel your product pipelines with new and competitively differentiated products, you cannot leave innovation to chance. Instead, you must drive sustainable innovation.

Sustainable innovation is the generation and validation of ideas in a repeatable and sustainable way—be they ideas for developing a breakthrough new product, improving an existing product or process, tackling new markets, mitigating risks, or strengthening your IP portfolio.

Invention Machine Goldfire is a unique software solution that transforms ideas into commercial products, making innovation a repeatable and sustainable process.

Designed with engineers, scientists and researchers in mind, Goldfire automates more than a dozen critical innovation tasks spanning a product's lifecycle—from identifying a new market to developing a new product to improving existing product offerings.



Fusing proven idea generation and problem-solving methodologies with precise access to corporate and external knowledge, Goldfire brings structure and uniformity to inventive problem-solving, concept discovery, and idea generation and validation.

Invention Machine Goldfire is the world's first and only platform for sustainable innovation. Goldfire is comprised of several key components, integrated to bring the power of sustainable innovation to individuals across an organization, from engineers and scientists, to marketing, reliability and research.

Innovation Tasks

Goldfire includes workflows for a series of innovation tasks including: analyzing markets, developing new products, improving existing systems, managing risk, and leveraging intellectual property. These workflows guide users through every day innovation tasks and allow users to choose how thoroughly they want to analyze and perform the detailed task steps.

Methods & Tools

The Innovation Tasks leverage a series of innovation methods and tools embedded within Goldfire and designed to stimulate idea generation and speed inventive problem solving. Methods include Value Engineering and the Theory of Inventive Problem Solving (TRIZ). Tools include Root Cause Analysis, device or process analysis, patent analytics and the ability to semantically research worldwide patents, corporate and personal content and more. Each of these methods and tools are included in the task workflow in a way that eliminates the need for individuals to become experts in the individual methods, yet still bringing the power of these proven approaches to the innovation process.

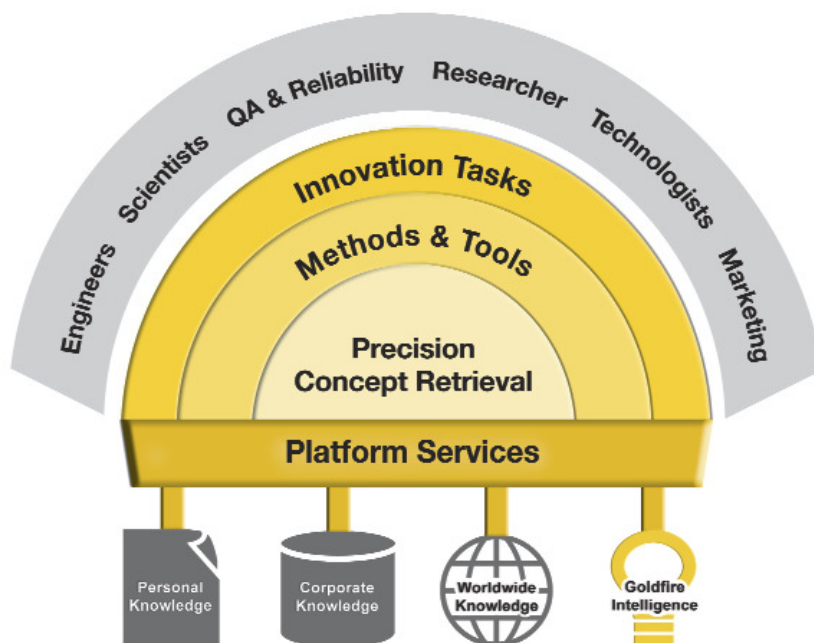
Precision Concept Retrieval

At the heart of Goldfire is Invention Machine's patented semantic indexing technology—enabling precision access to context-specific content. Invention Machine's semantic technology is a true leap forward in computational linguistics that captures the true essence of meaning of each processed sentence of a document in a semantically enriched Knowledge Base. The information in these Knowledge Bases allow Goldfire to efficiently find the precise answer to queries, generate dynamic taxonomies of results, create on-the-fly summaries of located documents, and understand deep concepts such as cause-effect relationships. Leveraging this powerful semantic research technology, Goldfire provides direct access to concepts from inside and outside of your company. The intuitive natural language interface supports English, German, French and Japanese queries and content, including unique cross-language queries and results summarization.

Innovation Platform Services

Underlying Goldfire's powerful innovation capabilities are core innovation services including connectivity, administration, and collaboration. Goldfire provides semantic access to worldwide patent literature and specialized content, called Goldfire Intelligence, that is optimized for creative problem solving. Goldfire also provides direct access to worldwide technical literature, including a pre-indexed repository of IEEE content and a collection of several thousand scientific and technical web sites. These powerful knowledge sources can be further augmented by personal and corporate data—including file systems, email, and enterprise applications—as well as other external web sites and innovation repositories.

Goldfire includes complete administration and reporting capabilities, arming innovation managers and administrators with key insights into the organization's innovation activities and landscape. And, Goldfire's collaboration repository automatically collects, manages and enables the reuse of all research and analysis performed in Goldfire—capturing design intent, promoting cross functional collaboration and knowledge sharing, and boosting the innovation capabilities of the organization.



InventionMachine

A leading provider of innovation software, Invention Machine drives sustainable innovation by empowering global organizations to translate ideas into market-leading products, consistently and rapidly.

Global 2000 manufacturers in more than 25 countries rely on Invention Machine Goldfire for product innovation, process improvement and market expansion. Its unique software fuels sustainable innovation across numerous industries, including aerospace and defense, automotive, consumer, technology, energy and environment and life sciences. For additional information, please visit invention-machine.com.