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SEMCON IN NEW DIGITAL TWINS PARTNERSHIP

Creating virtual copies of physical products offers great opportunities for future product development. Semcon is now entering a new partnership with EDRMedeso, which develops and sells software for design, development and simulation.

“We are very pleased that EDRMedeso is becoming one of our partners in digital twin development. Together with our extensive expertise in product development, we can offer digital solutions at the very cutting edge of technology with a clear user focus,” says Markus Granlund, CEO of Semcon.

When a virtual copy is created and can be connected with a physical product in real time, it increases understanding of how the product is used and can be used. A better understanding of how the product’s components affect its function and service life also means that changes can be made immediately to maximize performance or to plan service. Digital twins can also be used in various processes, such as in Industry 4.0 to digitally model a production line before it is built.

“The possibilities of digital twins are virtually infinite. Using digital twins all the way from conceptualization to aftermarket offers a unique opportunity to optimize the product and process. It makes it possible to both save money and customize the solution for the end user,” says Marcus Berggren, Area Manager Simulation & Digital Twins at Semcon.

The partnership in digital twins was launched in June 2019 and is part of Semcon’s increased focus on digital services. The goal is to start the first project with EDRMedeso during the autumn.

“The technology platform we have developed has already attracted great attention and through the collaboration with Semcon new opportunities to implement digital twins for both new and existing customers are created”, says Henrik Bexelius, Key Account Manager at EDRMedeso.

[Find out more about Semcon’s services in calculation and simulation.](#)

Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2100 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2018, the Group reported annual sales of SEK 1.8 billion. Read more on semcon.com

Semcon's offering in digital services

Semcon's new Digital Services division has front-line expertise in areas such as autonomous solutions, simulation, electrification, User Experience [UX], Digital Experience [DX] and smart AI algorithms in both embedded and cloud environments, which creates a unique offering for digital twins, servitization, advanced digital product development and more.

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