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## **KKE Announces Capital Investment and Business Alliance with Promotech Software Inc.**

Kozo Keikaku Engineering, Inc (Head Office: Nakano-ku, Tokyo, President & CEO: Shota Hattori, “KKE” hereafter) announced an agreement with Promotech Software, Inc. (Head Office: Bunkyo-ku, Tokyo, CEO: Yoshiaki Hanada, “Promotech” hereafter) and the University of Tokyo Edge Capital (Head Office: Bunkyo-ku, Tokyo, President: Tomotaka Goji, “UTEC” hereafter) to acquire 36.7% of Promotech’s capital fund that is operated by UTEC.

Promotech, founded in 2004, is an entrepreneurial venture company originating from the University of Tokyo, and provides CAE solutions based on the cutting-edge fluid flow simulation method called “Moving Particle Simulation (MPS hereafter)”, invented by Prof. Seiichi Koshizuka in the School of Engineering in the University of Tokyo. KKE has been a distributor of Promotech products and provides collateral consultation services since 2008. Promotech and KKE have collaboratively promoted sales and marketing activities in order to cultivate the market for “Particleworks”, a CAE software powered by MPS method and developed by Promotech.

Being a professional design and engineering firm, KKE has a management concept as “to act as a bridge over academia and corporate worlds”. On the other hand, Promotech has a unique identity as a venture company launched from the University of Tokyo. This capital investment shall further accelerate “knowledge circulation” of Promotech and KKE by leveraging and maximizing the synergy between the two companies, and thus, it shall further expand their business. KKE strongly believes that supporting a venture company in a mid-to-long term perspective allows its management concept to be reinforced, and enables KKE to deliver innovative and valuable technologies to the society.

This business alliance will allow expanding Particleworks applications, which thus far has been focused mainly on distribution in manufacturing industries. Promotech and KKE shall strive to stretch its application fields to construction and disaster preparedness fields. As the Great East Japan Earthquake has raised awareness of the need for tsunami simulation, river-flood and/or liquefaction simulation, the MPS method simulation holds good potentialities of contribution to the society by added-value consultation as well as software applications. KKE plans a strategic business development including overseas business development and software enhancement by exchanging technical know-how between Promotech and KKE.

### **<< What is “MPS (Moving Particle Simulation)”? >>**

Invented by Prof. Seiichi Koshizuka in the School of Engineering in the University of Tokyo, Moving Particle Simulation method is a distinguished technology of Japanese origin that draws the attention of not only engineers but also of researchers in manufacturing industry, and holds competence of world-class. MPS, as an innovative method to calculate and visualize solid-fluid simulation that other existing simulation software is not capable of, is rapidly gaining its recognition and expanding utilization in manufacturing and surrounding industries. The application of MPS varies from medical and pharmaceutical, construction to film industries, etc. for its unique potential.

### ■ About KKE

KKE is an engineering design firm established in 1959. Starting its business as a structural firm, KKE has developed the line of business in structural design and analysis, engineering consulting and system development for construction, tele-com, and manufacturing industries. The business pillars also include simulation and analysis of human decision making, quantitative measurement of human/commodity flow, and disaster readiness services including quake-resistant engineering, risk assessment, analyses on facility damage and business continuity, etc. Details: <http://www.kke.co.jp/lang/en/>

### ■ About Prometech

Prometech Software, Inc. is a venture company launched from the University of Tokyo in October 2004, commercializing a fusion technology of simulation and computer graphics. The founders are Dr. Toshimitsu Fujisawa, a former researcher at the Institute of Industrial Science in the University of Tokyo, and Prof. Seiichi Koshizuka, who teaches at the same institute. Prometech has a close academic-industrial collaboration framework with the University of Tokyo and other universities to capture their latest research outcome and to deliver it to industrial area as a product or solution. The line of business includes development and sales of CAE software called "Particleworks" throughout industries, CAE analysis engineering services to manufacturing and nuclear industries, as well as providing middleware systems to TV/film productions. Released in 2009, Particleworks has been widely deployed by companies in automotive, chemical, pharmaceutical, food, and other industries. Details: <http://www.prometech.co.jp>

### ■ About UTEC

UTEC is the Venture Capital Firm associated with the University of Tokyo. UTEC is the sole VC firm authorized by the University of Tokyo as its "Technology Transfer Related Company" with advantages in Proprietary Deal Sourcing - Access to the best seeds and top talents in Asia. UTEC are making proactive involvement in the formation of new start-ups through its EIR and Search Initiatives at the University by running over JPY15 billion of venture capital fund. Details: <http://www.ut-ec.co.jp>

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