



## SEMINAR ANNOUNCEMENT

**Date:** Wednesday, July 4, 2012  
**Time:** 11:00-12:00  
**Place:** Kemal Zaim Sunel Conference Hall, Faculty of Engineering

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### Modeling in Product Design

**Dr. Akin Ecer**

*President, Technalysis, Inc.  
Indianapolis, Indiana, USA*

**Abstract.** Design of a product requires setting targets and scheduling the design process. Both mistakes in setting targets and delays in scheduling are costly and time consuming. Modeling the product can help in minimizing such problems. In this presentation, the use of modeling in early design stages and throughout the entire design process including building and testing will be discussed. Incorporating modeling to testing and design activities will be emphasized. Examples of using modeling in product design will be given for several products from automotive and construction machinery industries related to efficiency, reliability and noise issues.

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**About the Speaker.** Dr. Ecer received his BS degree in 1966 and MS degree in 1967 from Civil Eng. Dept. at Middle East Technical University and PhD degree in 1970 from University of Notre Dame, Indiana, USA. Since 1971, he has held faculty positions at University of Wisconsin-Milwaukee, Middle East Technical University and Indiana University-Purdue University Indianapolis. He has retired from academic career in 2009. He has been the President of Technalysis, an engineering design and analysis company, since 1985 ([www.technalysis.com](http://www.technalysis.com)). He is one of the principal organizers of an international conference on parallel computing held annually since 1989 ([www.parcfd.org](http://www.parcfd.org)).