



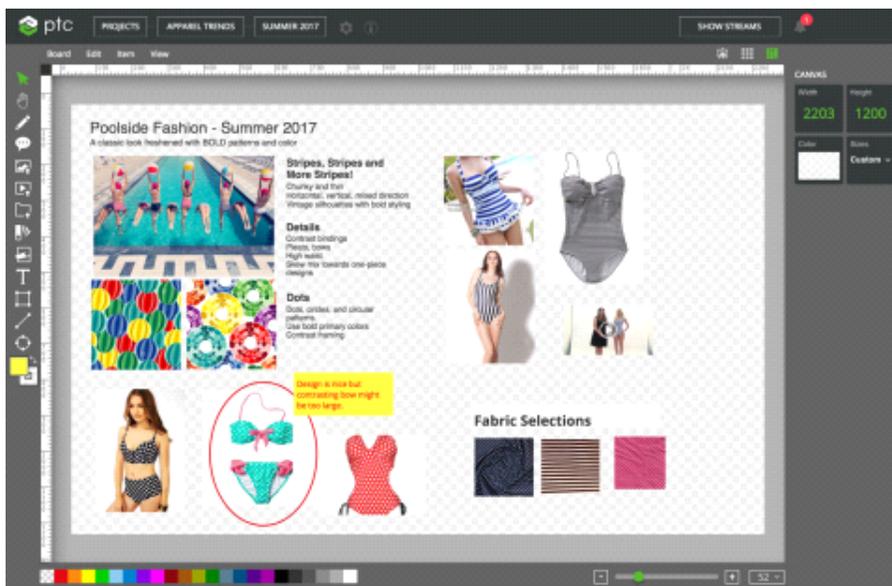
January 15, 2017

## PTC Announces FlexPLM Application for Collaborative and Inspired Retail Product Design

*New App to Capture Ideas, Social Media Trends, and Feedback for Digital Design*

NEW YORK & NEEDHAM, Mass.--(BUSINESS WIRE)-- [PTC](#) (NASDAQ: PTC) today announced a concept management app, its latest innovation for its FlexPLM<sup>®</sup> software. PTC will be showcasing the new application as part of its digital design capabilities at its booth #1344 at National Retail Federation's (NRF) annual Convention & EXPO, better known as [Retail's BIG Show](#), on January 15-17<sup>th</sup>.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170115005064/en/>



With the web-based application, users will be able to easily capture inspirations, ideas, requirements, and feedback that can then be shared across the enterprise to provide product, material, product range and seasonal direction. Users will be able to create digital boards using images, videos, text, documents, and color palettes. The app will also enable retailers and brand owners to enhance how they infuse trends into their ideation process. Real-time trending imagery from popular social media platforms, such as Instagram, can be reviewed and imported for a seamless viewing experience.

Designers will be able to organize and group boards into projects, while intuitive functionality will make it easy to add and resize images, add text, create annotations, and zoom without compromising image quality. Boards can be easily shared with internal and external users via simple-to-use settings that will support both review and collaboration scenarios.

PTC announced a concept management app, its latest innovation for its FlexPLM<sup>®</sup> software. The new digital design application will be showcased at PTC's booth #1344 at National Retail Federation's (NRF) annual Convention & EXPO, better known as Retail's BIG Show, on January 15-17<sup>th</sup>. (Photo: Business Wire)

With [PTC FlexPLM<sup>®</sup> retail product lifecycle management \(PLM\) software](#), retailers can quickly identify and respond to market trends and supply chain opportunities, enabling them to keep a competitive edge. The new concept management app will bring rapid, iterative collaboration to FlexPLM users looking to capture ideas, requirements, and feedback.

"We are seeing a shift to digital tools and methods across the entire development cycle," said Quach Hai, senior director, retail product management, PTC. "Designers no longer need to create physical boards that are piecemeal presentations of their ideas. Digital design allows retailers to aggregate ideas and inspirations from across the enterprise and trends from social media to create visually appealing and functional inspiration boards critical to the earliest stages of product design and development. With this new app, users can shorten the time between ideation and product development."

This new app will join a suite of applications designed to provide retailers with the tools they need to embrace digital design, including the [next generation FlexPLM<sup>®</sup> Design Module for Adobe<sup>®</sup> Illustrator](#) and [role-based Tech Pack Access App](#).

### Additional Resources

- | [PTC event page for Retail's BIG Show](#)
- | [PTC FlexPLM 11 Resource Page](#)
- | [On the Runway: Retail Apparel Software Blog](#)
- | Harvard Business Review: "[How Smart, Connected Products are Transforming Companies.](#)" authors PTC CEO Jim Heppelmann and Harvard Professor Michael Porter

The timing of any product release, including any features or functionality, is subject to change at PTC's discretion.

### **About PTC (NASDAQ: PTC)**

PTC has the most robust Internet of Things technology in the world. In 1986 we revolutionized digital 3D design, and in 1998 were first to market with Internet-based PLM. Now our leading IoT and AR platform and field-proven solutions bring together the physical and digital worlds to reinvent the way you create, operate, and service products. With PTC, global manufacturers and an ecosystem of partners and developers can capitalize on the promise of the IoT today and drive the future of innovation.

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