

Manufacturing Engineering Centre, Cardiff Univ., UK

- **Accredited Centre of Excellence**
- **Coordination during FP6 – IST & NMP:**
 - 2 NoEs, 3 STREPs
- **Partnership during FP6 – IST & NMP:**
 - 3 IPs, 3 STREPs, 2 CAs, 1 SSA
- **Over €12.5 million EU funding since 2003**
- **Relevant projects include**
 - Venturing Wales £905,332
 - Co-Team £212,328

<http://www.cf.ac.uk>



Customer Centric Design

Creation of new methodologies and technologies to support customers and companies in the design and development of massively customisable new products.

Objectives

- Design for customisation
- Intelligent customer centric design tools
- Giving the customer control of the product they purchase

Relevance to the Call

- **4.3.3-1:** Innovative customer-driven product-service design in a global environment - NMP
 - Integration of customer in design and development
 - Intelligent customer driven innovative product-service design
 - Tools facilitating collaborative design

Scale

- Duration: 3 years
- Budget: ~ €3million (small & medium scale)
- Consortium: 6-10 partners

- **Additional expertise required:**
 - CAD environment developers
 - Human factors experts
 - System integration (new tools into existing CAD systems)
 - Knowledge based design
- **Contact details:**

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