# DaimlerChrysler Chooses GenRad's SFLM

## Features, Support and Ease-of-Implementation Cited

**WESTFORD**, MA -- GenRad, Inc. (NYSE: GEN), a leading producer of advanced performance-assurance products for electronics manufacturers, today announced that DaimlerChrysler, one of the world's leading automobile manufacturers, has chosen GenRad's Shop Floor Line Manager (SFLM) software for its electronics manufacturing facility in Huntsville, Alabama.

The DaimlerChrysler facility is responsible for the test and manufacture of automotive electronic components for Chrysler cars and trucks, with annual production exceeding 11,000,000 units.

The customer has cited SFLM's robust features, and particularly the web-browser based accessibility to assembly and test machine data, as key factors in its decision. DaimlerChrysler uses GenRad's Test and Repair Analysis and Control Software (TRACS) in the Huntsville facility, but needed an information system to combine assembly and test data with a web-based browser. The implementation of SFLM gives real-time visibility to production volumes to over 1,000 Huntsville employees without the need for additional software on each PC.

"We were very pleased with the capability provided by SFLM," explains Cecil Ponder, Manufacturing Information Systems Manager at the DaimlerChrysler Huntsville facility. "Our line monitoring capabilities have been expanded, and we are able to provide access to critical data to anyone in the plant with a PC."

"GenRad provided the implementation plan and on-site support we needed to be up and running without any problems," continued Ponder. "We are very pleased with the level of support we have received from GenRad."

DaimlerChrysler looked closely at the requirements of its plant and considered the offerings of several top global manufacturers of line management software, finally choosing GenRad's SFLM because it best fit their needs.

Shop Floor Line Manager (SFLM) was designed and developed specifically for the printed circuit assembly (PCA) manufacturing process. The SFLM solution suite is used for the collection, management, reporting and integration of manufacturing data generated in electronic Printed Circuit Board (PCB) production. SFLM features real-time process alarms to warn manufacturing personnel of process problems, as well as paperless repair and diagnostic capabilities to manage the entire range of operations associated with printed circuit board production.

Other GenRad products in use at this facility include GR228X-series in-circuit test systems and CIMBridge machine optimization software.

About GenRad

GenRad Inc. [NYSE: GEN] develops, manufactures and markets advanced performance-assurance technologies. GenRad's primary global markets for OEM and contract manufacturers include computers, advanced telecommunications for e-commerce and Internet services and diagnostic systems for the transportation/automotive industry.

- GenRad is comprised of three business units bringing to market integrated hardware, software and service solutions that empower always-on services and uninterruptable business applications:
- Process Solutions: focuses on in-circuit and x-ray test solutions as well as plant and line management solutions for electronic product manufacturers.
- Functional Solutions: focuses on functional test platforms for manufacturers of telecommunications, computers and automotive electronics.

Diagnostic Solutions: focuses on service bay and manufacturing solutions for transportation OEMs and independent service providers.

Founded in 1915, GenRad employs 1,600 people and maintains worldwide headquarters in Westford, MA, USA. The company's Web address is http://www.genrad.com.

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