



AEROSPACE  
MULTIMEDIA

The multimedia  
MULTIprofit





## Our profession: multimedia communication...

*i3M - Image du Troisième Millénaire, a multimedia engineering services and consulting company, was established in Toulouse in 1996. Initially, founder Gilbert Ollivier focused on the production of educational CD-Roms and graphic design. Sensitive to the needs of his clients and buoyed by the talent around him, he soon became convinced of the need to expand the company's offer to include commercial multimedia solutions and services for industry.*

*This intuition proved to be concrete, with a very salient observation at the core of this undertaking: **multimedia communication must be a cost-effective investment for companies. Even better, it should be profitable. ■***

# MULTI proximity



## ...to the benefit of your business

*i3M* positions itself at an international level and develops its activity mainly in the sector of space and aeronautics, as suggested by the words "**aerospace multimedia**" in its logo.

Its core clients have prestigious names: **Airbus, Arianespace, MBDA Missile Systems, Astrium, Liebherr, CNES, Thales, Vivendi, etc.** Such references present a permanent challenge. The very high level of performance and innovation attained by its clients demands that *i3M* maintain continuous effort **in research and development.**

**Objective:** to offer suitable, effective solutions.

*Its expertise covers three fields:*

- › **E-business, communication and business applications:** computer-generated images, multimedia presentations of companies or their products, particularly Web portals.
- › **Training and technical documentation:** development of educational content for multimedia presentations.
- › **Computer-aided training tools:** production of interactive training systems for real-time 3-D environments.



## Our strength: understanding you

Multimedia communication, through its various applications, is an excellent tool for **bringing out the best in a company's people, professions and knowledge**, both internally and externally. But mastering this technology is not enough. It must also address the real needs of the company with exactitude. Above all, *i3M* strives to **speak the same language as its clients**, by incorporating experts from their fields into its teams.

Only the use of this common language can **enable an understanding** of problems that arise and **guarantee the effectiveness of the solutions deployed**. That is the first of *i3M's* commitments.

Its other commitments stem from this requirement: to bring simple solutions to complex problems, **to meet challenges, to move quickly. In the end, this is what ensures gains in productivity**, and therefore financial gains. ■

# MULTI productivity



## Our commitment: to make you money

**The return on its clients' investments** is a chief concern for *i3M*, whose methods and recommendations are founded upon a basic principle: **every problem is examined holistically**, from every angle (*content, interface, IT system*), so that the **solution deployed is perfectly cohesive**.

*Hence the emphasis on these watchwords:*

- › **Efficiency and productivity:** the objective will be met if the user adjusts well to the multimedia tool that we design for him.
- › **Quality:** no missing, useless or hidden functions. The multimedia tool must be useful and specific.
- › **Cost-effectiveness of the product:** by reducing training costs, by omitting useless gadgets and by minimizing time wasted by users, the multimedia tool stands out as an investment with consistent return results.
- › **Cost-effectiveness of the project:** far-upstream involvement, step-by-step progress, validation phases, anticipation of future upgrades and stringent procedures guarantee cost containment.



## Our power: the multiplication of talent

Specialized in multimedia communication, *i3M* is founded on **five areas of expertise**. For each solutions, and for each client, *i3M* draws on this pool to **assemble a special dedicated team for each project**:

- › **Multimedia**: graphic designers and 3D artists make use of the most advanced technologies,
- › **Experts**: specialists in ergonomics, education and human-machine interface (HMI) meet the challenge of creating tools adapted to the user,
- › **Professions**: industrial engineers, consultants and regulations experts are responsible for the project's suitability,
- › **Project management**: project managers, creative directors, and technical directors ensure the consistency of methods and objectives on an ongoing basis,
- › **Information Technology**: at all stages, IT engineers, integrators and developers rely on the principle that the multimedia tool ultimately has to work properly!

Rather than simply filling gaps, *i3M* multiplies existing talent for each of its clients. This is because we hold the following conviction: **the primary quality of a professional is knowing how to work with others.**■

# MULTI competent



## Our distinguishing trait: familiarity with your fields

By incorporating the professions of its clients into its own teams (*particularly aeronautics engineers*), *i3M stays abreast of needs and culture in the aeronautics, space and defense sectors*. Experience in large-scale projects completed for major companies in these sectors enhances its varied assets:

- » an operational **methodology**,
- » the capacity to **share expertise**,
- » the **flexibility** of a company on a **human scale**,
- » the capacity to **take part in multi-supplier projects** as well as to join the teams within a client's own company.

And throughout it all, we maintain an environment of ongoing technological watch: *i3M studies multimedia solutions for both existing and emerging functional needs*.



## Our method :

clear vision, swift comprehension, effective action

For *i3M*, our priority is to make the **solution consistent with project objectives** in the aim of guaranteeing the most **cost-effective use of multimedia communication**. This means, first, providing **upstream involvement**, then **understanding** and **analyzing** real working and usage situations, and finally **guaranteeing the product's functional effectiveness**.

*To apply this methodology, i3M multiplies its areas of expertise:*

- » **project management** that takes into consideration the reality of turnaround and deadlines,
- » **multimedia design** that addresses the reality of the company's image and activity,
- » **ergonomics** that provide concrete answers to real user needs,
- » **IT expertise** that enables adaptation to the company's IT reality.



## The right contract: the one that's right for you

Far more than a legal document, a contract is above all **a relationship, a commitment**. Together, *i3M* and its clients design a solution that is perfectly suited to targeted needs.

**That's why *i3M* adapts its contract packages to each project and client.**

Of particular note, *i3M* can set up a **dedicated multimedia studio** with a multidisciplinary team. This can even be done within the client's own company upon request - a **guarantee of availability** and **flexibility** within the organization as well as the **development of a true partnership**.

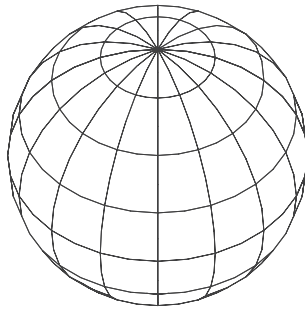
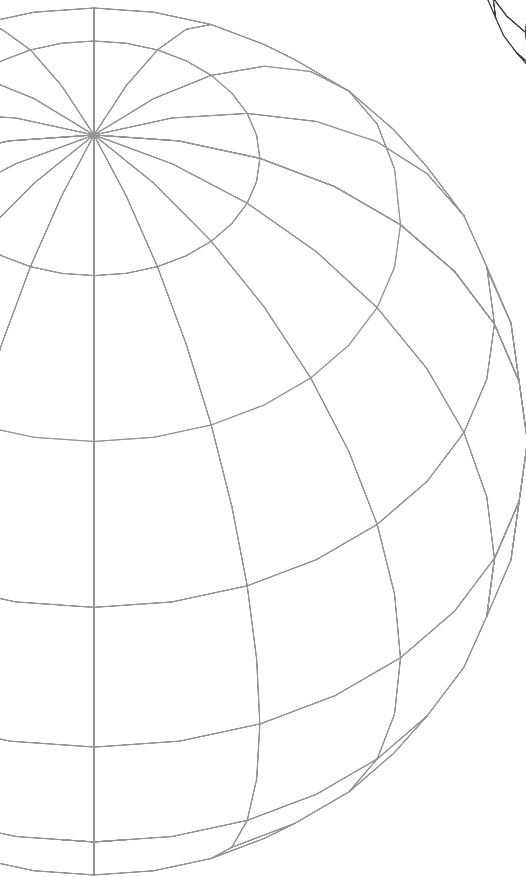
*i3M* also undertakes **multiple-project contracts**, founded on commitments to **objectives** and **results**.

Another of our offers focuses on expertise and production management, involving the **incorporation of talents** into the client's own company teams, with ongoing support from the *i3M* skill centers.



# MULTI consistency

"It's time for applications to adapt to people,  
and not the other way around"



## communication and business applications

*i3M* initially built its reputation in the field of **computer-generated images and educational CD-Roms**. Today, these skills are reinforced by vast expertise in the area of **interface ergonomics**.

*i3M* now provides multimedia solutions applied to company **Web portals, ERP/CRM, extranets, intranets, Internet communication, CDs and DVDs**.

*Whatever the medium and method chosen, multimedia tools are most effective when they are perfectly suited to the person or user. And not the other way around. ■*



## Our watchword : the user first

Today, investment in a multimedia **solution must be backed by consistency with company professions and users**. Thanks to proven expertise in the area of ergonomics, *i3M* adapts the application to the user in the interest of **improved efficiency** (*productivity, quality, reliability*), particularly by acknowledging working conditions and company objectives.

With these basic principles in mind, *i3M* develops **e-business and communication solutions** founded on design guidelines and common ergonomics rules for various company applications, thereby enabling **cohesion of interfaces, a gauge of effectiveness and economy**.

### Examples of completed projects :

» Thanks to computer-generated imaging technology, *i3M* gave the A 380 a **dimension of reality even before its emergence from assembly lines**. Airbus' future giant of the skies, which will be launched early in 2006, is already benefiting from multimedia tools (*interior and exterior images of the plane*) enabling the illustration of project-related communication.

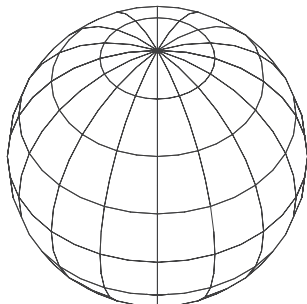
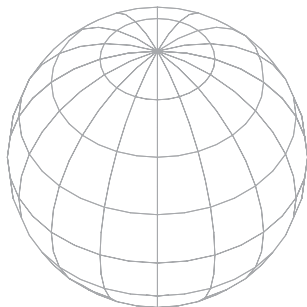
» *i3M* designed a CD-Rom multimedia presentation of **missiles manufactured by MBDA** Missile Systems.

» *i3M* participated in the development (*navigation interface, content and graphic design*) of **three portals for the Airbus group**: the first for their 400 sub-contractors, the second for their 200 clients, and the third for their 40,000 workers in Europe. These portals were designed to reinforce the need for consistency throughout the company. User feedback addressing relevance enables ongoing improvement. ■



# MULTI audience

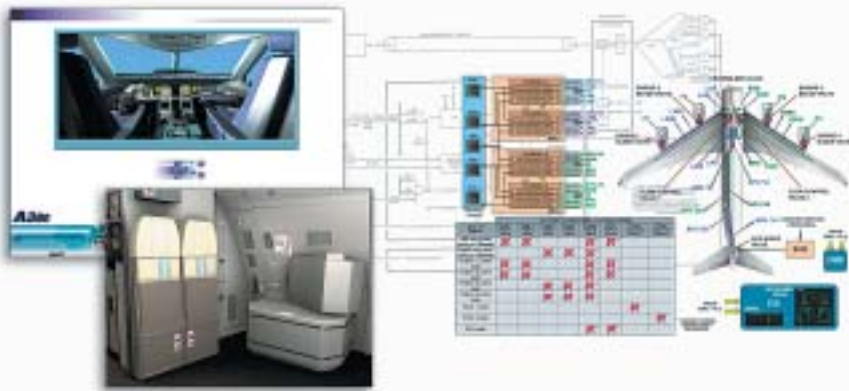
"It's time for training tools to acknowledge the trainee,  
the trainer and the company"



# Training and technical documentation

In the aeronautics, space and defense sectors, **training is a key vector of performance and safety.**

*i3M defines and creates for its clients the training scenarios, the module structuring, and the trainee evaluation systems and multimedia components. ■*



## Our know-how: interactive learning

Based on design elements, manufacturing specifications and technical data that the aeronautics engineers at *i3M* analyze and organize, *i3M* produces all of the multimedia components: **catenation, navigation, still or animated images, 3D films or video, audio narration and informational text.** All of these interactive components are integrated into the modules to compose a **cohesive course that encourages and facilitates learning.**

*These tools can be used for self-instruction or under the guidance of an instructor, and can even be placed online.*

**Rigorous quality control** conducted by the field experts and quality assurance teams at *i3M* guarantees delivery of an end **product that complies with the client's contractual specifications.**

### *Examples of completed projects:*

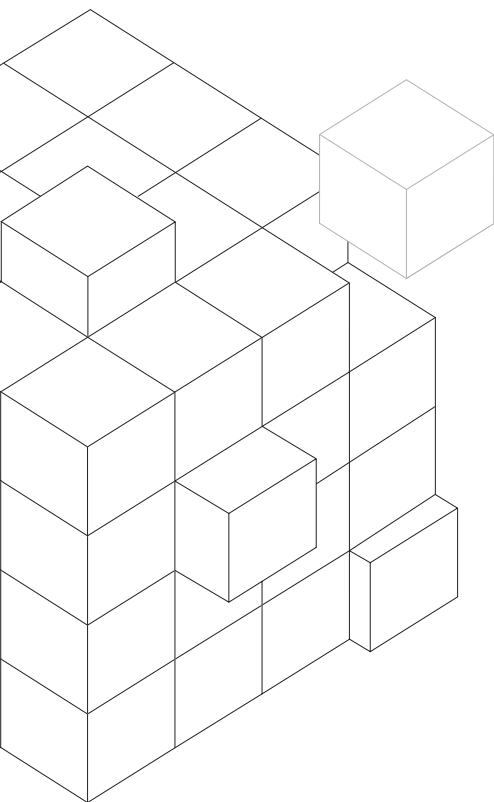
➤ Based on Airbus training concepts, *i3M* redeveloped courses in a **multimedia format** for maintenance personnel and flight personnel for **Airbus Training Centers.** The CBT and WBT multimedia tools made training on A318, 319, 320 and 321 systems and aircraft structures easier

- For **Vivendi**, *i3M* developed educational CD-Roms for secondary-school students. For the **CNED**, *i3M* produced a CD-Rom for adults seeking training in the use of computers and IT. ■



# MULTI dimension

"It's time that 3-D images helped us understand the real world"



# Computer-aided training tools and systems

Training systems based on **real-time multimedia 3-D technologies** are innovative tools in the area of training. They enable operator training without physical use of equipment, and also **accelerate the learning process**.

This means that thanks to these systems, **real situations may be simulated without risk of harm to people or equipment**; likewise, exercises may be practiced and operators may be evaluated without usage limitations.

*In the field of aeronautics, these techniques are particularly advantageous: the immobilization of aircraft for the training of personnel is far too expensive to be cost-effective today. ■*



## Our solution: **reality, shown in images**

That's why *i3M* designs and develops **computer-aided training tools**, which provide an effective complement to simulators in some cases. Aimed at pilots, maintenance personnel and flight attendants, they take full advantage of multimedia technologies and **offer real added value in training while at the same time containing costs**.

Among its other current projects, *i3M* is pursuing the study of **maintenance training systems** incorporating a Maintenance/Flight Training Device (M/FTD) demonstrator. This will enable the user to learn to choose tools and tool sets, to learn procedures and to perform repairs within a set period of time.

### *Examples of completed projects:*

» Within the framework of the SERAPIS project, *i3M* developed training systems for the staff of the **French Army**. These were adapted to tools that **simulate air-drops from freight planes** (for military or humanitarian operations).

» **For Airbus**, *i3M* developed **Aircraft Visit**. Based on interactivity and computer-generated images of the aircraft and its components, this system aimed at pilots and maintenance personnel is composed of various training tools, such as **Walk Around** (for learning the aircraft's pre-takeoff checklist) or **Component Location** (which facilitates locating aircraft equipment and technical and structural components). ■



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