



For Immediate Release

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AKOYA ANNOUNCES LAUNCH OF DESIGN WORKBENCH PRODUCT SUITE

Rosemont, Ill. (April 17, 2009) -- Akoya Inc. announces the latest release of its Design Workbench Product Suite, which helps product designers in heavy equipment, automotive, aerospace and defense companies develop more cost competitive products and increase profits in new product introductions by up to 15 percent.

The Design Workbench provides significant advancements in lean product development practices by giving companies immediate insight into more cost-effective designs. It does this by determining the Competitive Band - the most efficient price range in which a manufacturer can acquire a product component in the market from an effective producer - for any combination of design variables. The result is quicker time-to-market by eliminating cross-functional bottlenecks and lower product costs by improving design cost visibility across product platforms.

In the Competitive Banding process, Akoya accumulates a manufacturers' current purchase price, production and detailed component attributes, applies advanced information science and analytics to evaluate competitive drivers, and determines the actions required to achieve a more competitive cost for the product components.

"We have seen that 80 percent of the design cycle can be spent re-working a product to meet cost parameters because they were not known when the critical design decisions were made," said Brett Holland, Akoya's president. "With Akoya's Design Workbench, designs can be evaluated for cost-effectiveness at any time, from concept through production. Additionally, the Competitive Banding information we use promotes more effective dialog between product design, supply management and manufacturing."

About Akoya

Akoya makes products more profitable through Competitive Banding Analysis, which can reduce product component costs across entire families by up to 15 percent. Based in Chicago, the company can be reached at www.akoyainc.com.

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