



Optimum Group

Line of Business

Information Visualization
IT Products and Services

Established

2007

Leading Executives

Tal Catran
CEO, Optimum Group

Rami Bar

COO, Optimum-MS Ltd.

Yossi Kassner

Deputy CEO
KMI SW Systems Ltd.

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CEO, EDOX Ltd.

Roei Kit

CEO, Dreams & Magic Ltd.

Perry Sable

CEO, PR Tactical
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OPTIMUMGROUP

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The Optimum Group is a premier global provider of information visualization IT products and services for documenting all facets of engineering, production, maintenance, technical training, marketing and customer support processes. Optimum Group's "one stop shop" business model reduces client's time to market and costs by enabling the management and utilization of customer's specific software and engineering knowledge.

Optimum Group Members

- **Optimum MS (Engineering)** produces innovative visual production files, route cards, 3D animated documentation, drafting and modeling. The division's methodology has been solely and strategically selected by Israeli Aerospace Industries (IAI), Rafael, Elbit Systems, El-Al, Hewlett Packard and Motorola among others for its proprietary visual documentation system.
- **KMI (SW Development)** with its core Linear-K software, offers an end-to-end interactive content management editor for technical documentation and product maintenance. As with Optimum MS, KMI has been solely and strategically selected by the Israeli Aerospace Industries (IAI) as their "Tool of Choice" for Interactive Electronic Technical Manuals (IETM). OpFlight - Operational weight and balance arrangement for fixed & rotary wings aircraft and UAVs.
- **EDOX (Training & Technical Documentation)** provides state of the art content solutions in technical writing and training. EDOX combines a highly skilled team of professionals along with highly sophisticated content technologies and multimedia components to create the most effective documentation and training solutions. EDOX supports leading standards such as: S1000D, IETM/P, ATA Spec (SGML), DITA XML, and SCORM.
- **Dream & Magic (3D Animation Studio)** is a production studio specializing in video productions integrating three-dimensional computer animation. Its high production capabilities facilitates a studio image, illustration and training to various fields ranging from graphic television advertisements and packaging, film production, technical product and security films, architectural simulation and virtualization, training, printing and graphics.

- **HFT (Hardware and Integration)** has designed, developed and wearable devices for hands free utilization of documentation and information. The hardware equipment combines a video visor, personal area network, camera, RFID, headphones and textile buttons for delivery of Optimum's work flow visual documentation.
- **PR Tactical Corporation (Simulations)** manufacturer and supplier of innovative training and simulation products. Located in Houston TX, PR was approved for Foreign Military Funds (FMF). PR has been selected as developer and supplier of training simulators by the US government, NATO Armies and Air Services.
- **Optimum India** - Providing DOFA Approved offset programs.

Optimum Group Products and Services

- **Software Products & Implementations:**
 - **Linear K** - End-to-end interactive technical documentation management system
 - **Optimum IPC** - Powerful, varied tools for creating, maintaining and publishing spare parts catalogs
 - **Optimum WD** - Advanced wiring diagram viewer enabling pin-to-pin wires and signals tracing implementing standard raster source images.
 - **Optimum 3D VRC** - Visual route cards generation, collaboration & publishing solutions
 - **E-Tracker** - Generic real-time on-line navigation guidance & monitoring tool.
- **Technical & Engineering Visual Documentation Services:**
 - Visual production & assembly files utilizing digital pictures, varied CAD models
 - Maintenance & operation documentation
 - Technical writing for traditional & software products
 - User & maintenance manuals
- **Training Services:**
 - Training requirement analysis & design
 - Training tools & implementation, E-Learning, semi 3D simulators
 - Comprehensive LMS solutions
- **Marketing and Marcom Support:**
 - Branding and graphics design
 - 3D Animation
 - Smart 3D & animated brochure
 - Augmented Reality