No Magic Supports MBSE INCOSE Challenge Initiative

Company Continues to Provide No-Charge Software Licensing For MBSE Challenge Initiative Teams at International Symposium

Allen, TX – July 9, 2012: No Magic, Inc., the leading global provider of integrated modeling, simulation & analysis solutions and services announced that the company will continue to support Model Based System Engineering (MBSE) challenge teams with complimentary No Magic software, supporting the overall INCOSE Challenge Initiative which will take place at the 22nd Annual INCOSE International Symposium in Rome July 9-12, 2012. In addition, No Magic will provide hosting for the teams, providing global collaboration using the company's Teamwork Server.

The MBSE Initiative is joint effort between the OMG Systems Engineering DSIG and the International Council on Systems Engineering (INCOSE). The initiative is comprised of four challenge teams whose task it is to demonstrate solutions to difficult problems using MBSE. The four challenge teams represented are: Modeling and Simulation Interoperability, Space Systems Modeling, Telescope Modeling and GEOSS Modeling. No Magic has explicitly provided the Space Systems, Telescope and Modeling and Simulation teams with no-charge hosting and software solutions.

The objective of the joint INCOSE and OMG MBSE initiative is to help promote, demonstrate and develop model-based system engineering. The key goals of the MBSE Challenge Teams are to create modeling guidelines and conventions for all system aspects, hierarchy levels and views; provide examples in SysML, solving common modeling problems and building comprehensive models which serve as the basis for providing different views to different engineering aspects and activities. In addition, teams will demonstrate that SysML is an effective means to support systems engineering. MBSE benefits to the enterprise include improved quality, increased productivity and reduced risk.

SysML, a modeling language commonly used for modeling systems engineering applications is a key technology that enables MBSE. SysML is defined as an extension of UML®, and it supports the specification, analysis, design, verification and validation of systems. Because of its flexibility, SysML is used to model a wide range of systems, including software, hardware, information processes, personnel or facilities. It provides the foundation for modeling system requirements, behavior, structure and parametrics, using graphical representations that can be used to integrate with other engineering models.

"No Magic will continue to be a presence and a force within the MBSE community," said Clarence Moreland, No Magic's Chief Strategy and Research Officer. Mr. Moreland will be leading No Magic's participation in the Challenge Initiative Team taking place at the Rome event with strong support from key technology partners including Phoenix Integration, Sodius and Intercax.

“No Magic is very pleased to have supported the INCOSE MBSE Initiative since its inception in 2007 through our support of the Modeling and Simulation Interoperability Challenge Team,” added Gary Duncanson, President and CEO of No Magic.

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