



Activity

British entrepreneur James Dyson took the humble act of vacuuming, complete with clogged bags, fading suction and dowdy designs, turning it upside down. Dyson's patented dual cyclone technology which promises no loss of suction together with innovative and attractive design was launched in 1993.

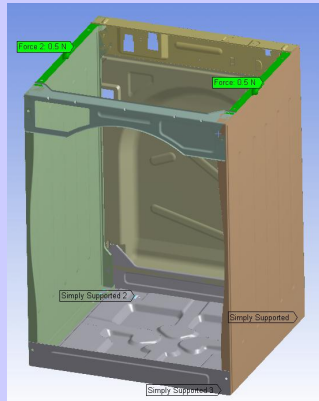
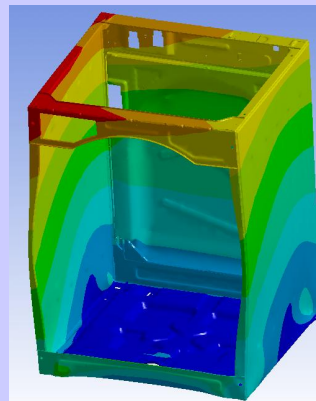
The company DYSON has now turned its attention to a new area in the home, launching an innovative washing machine, the Contrarotator. It is the only washing machine on the market with 2-drums rotating in opposite directions to give the cleanest wash results, with the largest load, in the fastest time.



Testimonial

"In many ways, it (DesignSpace) is a natural extension of physical prototyping. With virtual prototyping provided by finite element analysis (FEA) complementing our test program, we could run through hundreds of designs before settling on suitable candidates to check physically."

Stefan KUKULA
 Head of Analytical Services
 Dyson, UK



Challenge

- To develop a washing machine that uses a single, high-performance sports car bearing to support the drum instead of two lower grade bearings.
- To reduce the number of physical prototypes

Solution

Implement DesignSpace to conduct easy and accurate simulations to verify load handling and to optimise the design

Benefits

Ability to run through hundreds of designs before settling on suitable candidates to check physically

Save time and money by eliminating costly prototypes