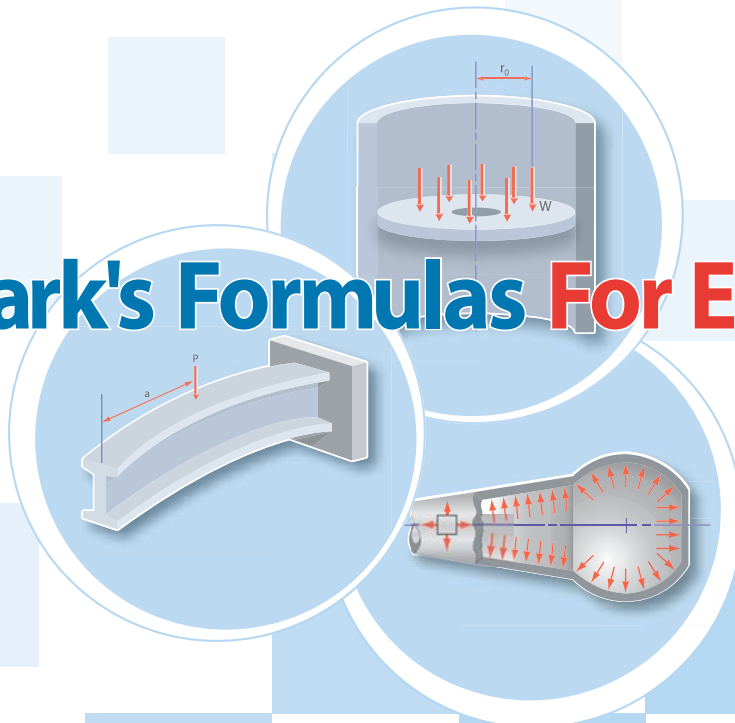
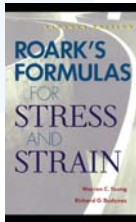


Roark's Formulas For Excel



THE Ultimate REFERENCE



Long considered the most popular engineering handbook, *Roark's Formulas for Stress and Strain* has been helping engineers solve design problems for more than 60 years. Universal Technical Systems, Inc. (UTS) takes it one step further with Roark's Formulas for Excel, a fully interactive version of the landmark reference combined with powerful problem solving technology that dramatically reduces design hours, production costs, and speeds time to market. Imagine not just words and formulas on a page, but completely automated stress analysis of a comprehensive range of structural components—right on your desktop! Since its first publication, Roark is in constant use by mechanical, aerospace, civil, and many other types of practicing engineers.

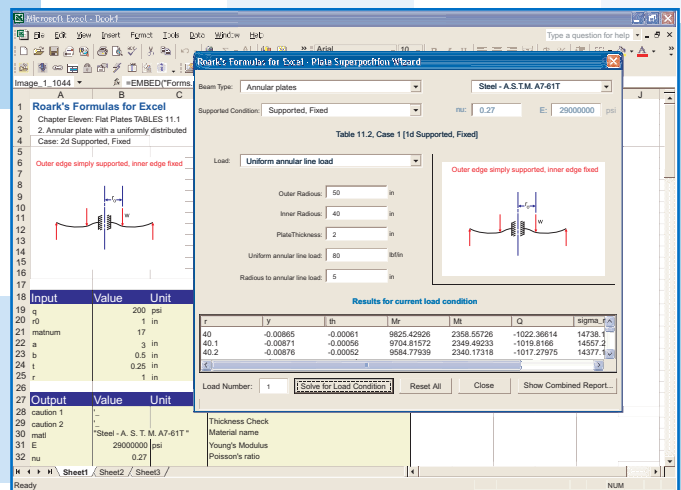
Proven and powerful

Roark's Formulas for Stress and Strain has been thoroughly user-tested and in continuous use since 1938. Roark's Formulas for Excel takes every table and case from the 7th edition and makes it interactive, includes calculations for all cases and tables with accompanying diagrams to help streamline the design process and reduce design iterations, as well as the need for complicated finite element analysis.

In addition, International System of Units (SI) and United States Customary Units (USCU) conversion is automatic with Roark's Formulas for Excel, making work sharing among engineers easier than ever. The user-friendly menu system lets you select a problem by chapter, table, and case—exactly as it is in the book. However, here is where the similarities end.

Pre-formatted plots of deflection, stress, and bending moments let you refine the design like never before. What's more, a powerful math engine, with the unique ability to solve for a variety of combinations of input and output variables (known as backsolving), allows you to easily test "what-if" scenarios and optimize designs without hours of tedious calculations or programming. Just point, click, and solve.

Roark's Formulas for Excel at a Glance



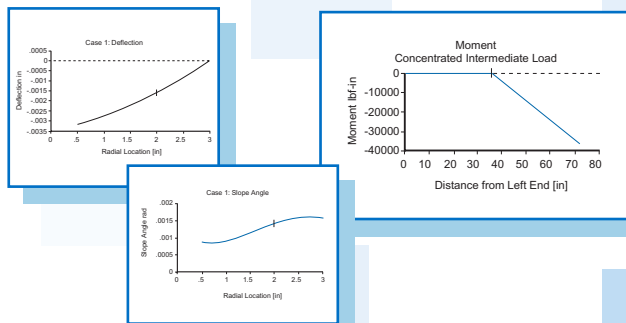
Roark's Formulas for Excel includes a Superposition Data Entry Wizard, handling multiple load calculations on beams and plates with ease, creating plots of stress, deflection, and shear for the combined loads, every step of the way. What used to take hours now takes a matter of minutes!

- Interactive Calculations—for all cases and tables
- Dynamic Plot Annotations—for data analysis and visualization
- Full Materials Database—for streamlined data entry
- Automatic Unit Conversion—for model sharing flexibility
- Report Wizard—for on-demand custom reporting
- Superposition Wizard—solves multiple loads on beams and plates

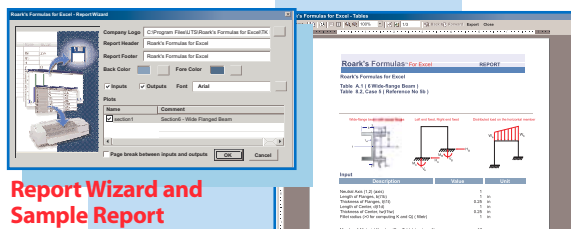
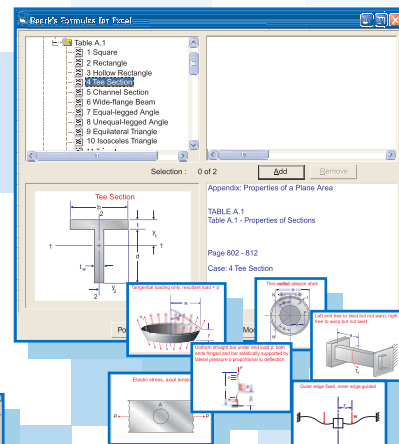
Bottom Line: Roark's Formulas for Excel gives you the ability to tackle design challenges that would otherwise be too complicated or costly to attempt

"A Designer's Dream..."

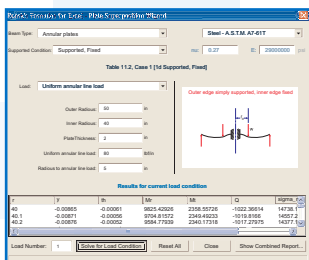
Pre-formatted plots of deflection, stress, and bending moments let you refine the design like never before.



The user-friendly menu system lets you select a problem by chapter, table, and case—exactly as it is in the book. Accompanying diagrams help streamline the design process and reduce design iterations.



Report Wizard and Sample Report



Superposition Wizard

The screenshot shows a table of material properties:

Material	Shear Modulus	Young's Modulus	Poisson Ratio	Thermal Coeff
Aluminum - cast pure	3700000	9000000	0.33	0.00013
Aluminum - cast 200 T8	3500000	9500000	0.33	0.000136
Aluminum - wrought 2014 T8	4000000	10600000	0.33	0.000128
Aluminum - wrought 6061 T8	3700000	10700000	0.33	0.000118
Beryllium copper	7000000	19000000	0.356	0.000099
Brass - naval	5600000	15000000	0.357	0.000118
Brass - Phosphor A.B.T.M.	6500000	19000000	0.35	0.000099
Cast iron, gray, no. 20	6700000	14000000	0.25	0.00006
Cast iron, gray, no. 30	6700000	15000000	0.25	0.00006
Cast iron, gray, no. 40	6700000	16000000	0.25	0.00006
Cast iron, gray, no. 60	6700000	19000000	0.25	0.00006

Full Customizable Materials Database

The first software edition of Roark's Formulas, designed for TK Solver, was released by UTS in 1989, and was quickly received by consumers as a "design engineer's dream," as described by Professor Warren Young, the co-author of *Roark's Formulas for Stress and Strain*. Now UTS is taking the next step by making their popular software available to Excel users.

Roark's Formulas for Excel is available for Microsoft® Excel 2000 and higher running on Microsoft® Windows 2000 and XP platforms.

"This product is AWESOME!"

Both the idea of implementing Roark in Excel as well as how UTS has done it are brilliant. No engineer should be without it."

Dr. Tom Mincer
—Well-known pioneer and educator in the application of Excel/VBA in the field of Engineering

Visit www.roarksformulas.com for more information and online software

About Universal Technical Systems, Inc.

Universal Technical Systems, Inc., established in 1984, is the leading provider of high-productivity problem-solving software products and custom developed solutions. With headquarters in Rockford, Illinois and subsidiaries in the UK and India, UTS serves customers worldwide. For over twenty years UTS has focused exclusively on providing solutions that help companies in the scientific, engineering, operations research and management, and financial communities simplify complex calculations and streamline the processes that drive their businesses. UTS products and custom solutions are available for desktop and web use.

Universal Technical Systems, Inc., 202 West State Street, Suite 700, Rockford, IL 61101, USA
Tel: +1 815-963-2220 • Fax: +1 815-963-8884 • Email: sales@uts.us
US & Canada Sales: 800-435-7887

Universal Technical Systems (India), Pvt. Ltd., 1-B, Rohit Residence, S.No. 1-1A/1,2,3 Baner Road, Pune, 411 045, INDIA • Email: sales_india@uts.us
Tel: +91 20-27290306 or +91 9371612493

Universal Technical Systems (Europe), Ltd., 2 Richmond Road, Bedford, MK40 3DG, UK • Email: euro@uts.us
Tel: +44 (0) 1234-302-618 • Fax: +44 (0) 1234-296-587