

# ADVANTAGE

## Gilmore Engineers at International Congress

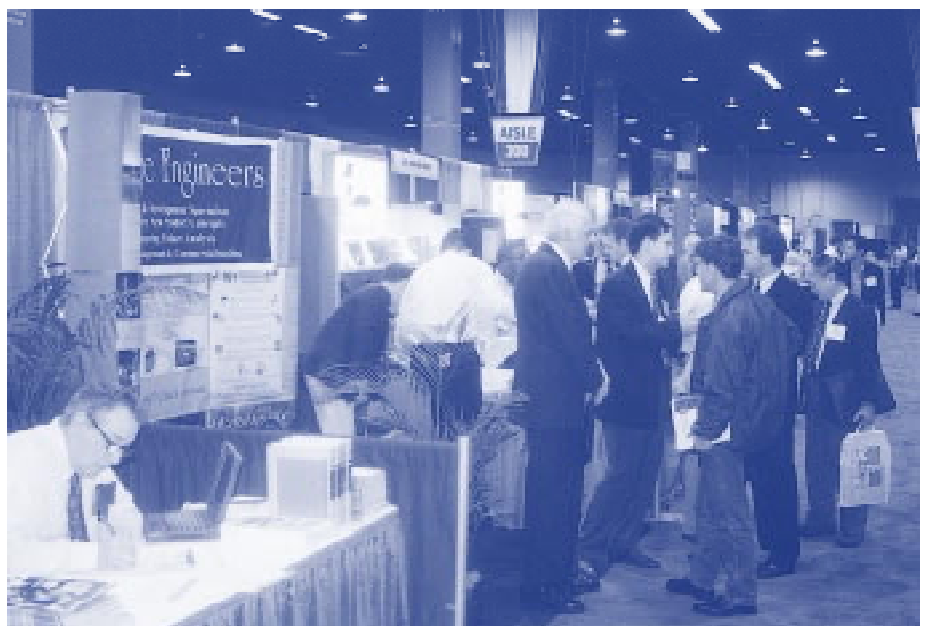
Gilmore Engineers Pty Ltd has been attracting overseas interest in its expertise and services since exhibiting at the International Mechanical Engineering Congress and Exposition in Anaheim, California in November 1998.

The six-day congress was attended by around 4,000 representatives from major American and international engineering, research and development companies including Boeing, NASA, and the American Department of Defense.

Gilmore Engineers President Dr Duncan Gilmore said it was an opportunity to create an awareness in a key international audience, of the extensive experience and expertise the company had to offer, and the advantages of dealing with an Australian organisation.

"Australia already has a very good name for its research and innovation in many fields, and innovation in product development is one of our company's strong areas of expertise.

"Gilmore Engineers has more than 25 years experience in the



*Gilmore Engineers exhibit at the International Mechanical Engineering Congress in California. Nicholas Agnew (centre) discusses new business.*

analysis, documentation and provision of engineering solutions to manufacturing, process, energy, transportation, aerospace, mining, defence, measurement engineering and other high technology industries."

Dr Gilmore said the company could offer complete engineering prototype development from concept to in-service testing; creative and advanced machine design including microprocessor control; advanced engineering analysis including computer simulation of systems;

comprehensive technical reviews for business planning, marketing and R & D finance; and management planning of research and development expansion.

"Our experience indicates that our expertise and facilities can match those available in the United States.

"Our major advantage is that we can bring a fresh, innovative and competitive approach and a strong record of achievement to problem solving in a wide range of areas," Dr Gilmore said.

# ENGINEERING ADVICE – Important as Nuts and Bolts

Turning a new idea or concept into a marketable product can be a challenging and exciting venture.

But for the inexperienced, it can also prove to be expensive and disappointing through the failure of the venture, or worse still, the idea being plagiarised by someone else.

Working with a professional engineer can reduce the uncertainty of product development by providing crucial advice on aspects such as commercial potential, protection of intellectual property, design development and raising financial support.

## Commercial Potential

Engineers experienced in new product development will be able to assess the commercial potential of a concept or design as well as providing advice on minimising development costs and increasing the chances of commercial success. Where necessary they can also help refine the concept to make it more marketable.

## Intellectual Property

A professional engineer will be able to help with developing technical descriptions necessary to register patents or protect intellectual property in other ways. However, the engineer will probably recommend that a patent attorney or other suitably qualified person be engaged to manage the legal aspects of intellectual property protection.

Professional engineers who are members of the Institution of Engineers, Australia, are themselves bound by a code of ethics to act in the best interests of their client. They should also be prepared to enter into a confidentiality agreement to provide further protection to the client's intellectual property.

## Design

This is the process of moving from concept to complete product

description, and ideally involves prototyping and undertaking market research. It may also require the development of computer models and the preparation of engineering drawings to Australian Standards.

## Financial Support

Few individual developers of new products are able to finance the development and marketing process themselves. Professional engineers are often aware of potential investors interested in a particular kind of product or of government assistance schemes.

Investment or funding bodies or company decision makers are more likely to be interested in a project that has been analysed favourably by a reputable engineering company and has appropriate technical and market research information to support the application.

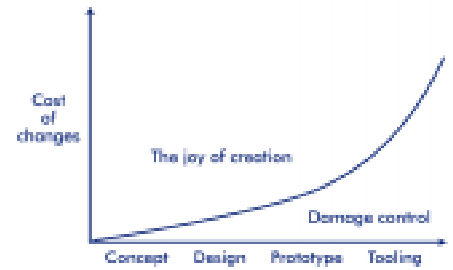
## When to Seek Engineering Advice

Investing in advice from a professional engineer in the early stages of the project is almost certain to reduce problems and costs later (see diagram). However, further advice may be important at specific stages of development, particularly on a large project where close and regular consultation can identify potential problems and reduce financial risk.

## What Does the Engineer Need?

Engineers are skilled at grasping concepts with minimal information and it is therefore unnecessary to spend time or money preparing drawings or prototypes or other material.

Nevertheless, any notes, sketches or drawings, videos or photographs, calculations, prototypes or patent material will be useful.



Increasing cost of changes

Gilmore Engineers recommend against applying for a patent before consulting with engineers since any changes or refinements to the concept may mean it then falls outside the initial patent description. A confidentiality agreement is the best form of protection at this stage.

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