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**INTERPHEX New York  
Enterprise Ireland  
Booth E2662**

## **DynoChem: The Industry-Preferred Modeling Tools for Understanding, Optimizing and Predicting the Performance of Batch Process Unit Operations**

*Market-leading software suite used by 9 of the world's top 10 pharmaceutical firms—unmatched in the development and scale-up of batch, multi-phase reactions and associated operations*

*Accelerates process development, improves efficiency,  
and reduces the time and cost of product launch and market entry*

New York (March 19, 2006): Batch failures, yield losses, new or increased impurities, longer than expected cycle times and process re-work are frequent and costly problems in the pharmaceutical and specialty chemistry industries. Scale-up, in particular, is a difficult and often confusing area, prone to trial and error. Considering the time and cost of these delays and their adverse impact on product development schedules, it's not surprising that manufacturers and regulators are seeking a better solution.

DynoChem is a key part of the solution. It is the leading software tool on the market that addresses and resolves these problems—at both the project and corporate level. Pharmaceutical process engineers and chemists can explore the full capabilities of this powerful simulation tool at DynoChem's exhibit in the Enterprise Ireland booth (E2662) at INTERPHEX New York, March 21-23, 2006 at the Javits Convention Center.

Alistair Gillanders, Chief Technology Officer, notes that, "DynoChem is as an enterprise deployable solution and the only modeling tool on the market that ensures intact and secure transfer of detailed process information, including the identification and prediction of critical parameter ranges for complex unit operations as they are updated and exchanged between work groups and sites; from chemists to engineers and managers, and at every phase from development to manufacturing."

Although powerful and robust, DynoChem is easy to use. Featuring an MS Excel<sup>®</sup>, rather than a programming, style of input, even new users with no background in simulation, report a very short learning curve. The software includes more than 160 pre-defined template models and examples for common organic synthesis reaction, work up and isolation steps. DynoChem's simplicity is due to the fact that, unlike many other simulation tools, it is specifically designed for users in the pharmaceutical and specialty chemistry industries—and is directly applicable to steps that are frequently problematic on transfer and scale-up.

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DynoChem is widely used throughout the international pharmaceutical industry by process development chemists, safety labs, chemical development engineers, plant engineers, technical and crystallization specialists and other professionals including plant and corporate managers. An extensive user base continually documents DynoChem's contribution to time and cost savings, predictability, troubleshooting, and overall yield optimization.

Pharmaceutical and industry-related companies that use DynoChem include: Akzo Nobel Healthcare, Bristol-Myers Squibb, GlaxoSmithKline (GSK), Johnson & Johnson, Pfizer and others. GlaxoSmithKline recently entered into a long-term licensing, support and training agreement in which GSK will deploy DynoChem for chemical engineering and scale-up modeling in its global R&D and manufacturing services facilities,

DynoChem was named a Deloitte European Technology 'Fast 500' winner in 2005 and a Deloitte Ireland Technology 'Fast 50' winner in 2002, 2003 and 2005.

DynoChem has been in development since 1999 and continues to add new features, productivity enhancements, links to other tools, and expanded enterprise capabilities. It runs on the Windows platform and is tightly integrated with Microsoft Office applications, particularly Word and Excel.

For a detailed tour of DynoChem visit our Web site, or participate in an interactive WebEx presentation. A full-function demo of DynoChem can be downloaded here: [DynoChem demo](#)

DynoChem software is a product of DynoChem, Inc, a wholly owned subsidiary of Dublin-based Performance Fluid Dynamics Ltd (PFD). Based in Delaware, DynoChem, Inc., was recently established to provide a closer support resource for its rapidly expanding base of North American customers—which grew six-fold in 2005.

Our development and support teams include chemists and engineers experienced in chemical development and scale-up in the pharmaceutical, fine chemical and speciality chemical industries. Our support service allows users to benefit from the experience of hundreds of reaction steps and the associated work-up and isolation operations.

For more information, please contact:

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*Attention Press: Attending INTERPHEX? Be sure to stop by and see us at Booth E2662. You are also cordially invited to attend the Enterprise Ireland Welcome Reception on Wednesday, March 22, 2006, 4-6 PM in the Terrace Lounge on Level 4E—one floor up from the main exhibition hall.*