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## Brighton tech firm to expand data products

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When Viewpoint Systems Inc. hooks up its equipment and software to a product, be it a car engine or medical device, the manufacturer gets back a deluge of data.

Now the Brighton technology firm, which creates custom tests and measurement systems for manufacturers, plans to grow notably over the next couple of years as it sells a way to cull through all that data.

Viewpoint is creating a new division, Viewpoint Data Management, which plans to put out a software package to manufacturers letting them more easily organize and process the raw data they have about their products. The division plans to begin offering a product later this year, said David M. Smith, co-founder of Viewpoint.

While Viewpoint Systems has largely served western and central New York manufacturers, the new division plans to market the software nationally and beyond, Smith said.

Viewpoint Systems employs 40, including six in its new division. By the end of 2008, the company hopes to see its Data Management numbers grow to about 12 to 16, with much of that being in the form of a sales force scattered around the country, Smith said.

And if the software takes off the way Viewpoint hopes, its employment could hit close to 30 by the end of 2009, he said.

The massive amount of data companies receive — but have trouble using — about their products "has sort of been an ignored corner of the (manufacturing) world," Smith said.

"We're hoping to crack into some new opportunities."

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