Japanese CAD/CAM market to exceed $1.5 billion; CAI market also growing

The Japanese market for CAD/CAM hardware and software will exceed $1.5 billion this year, a 45-percent increase from last year, according to CAD/CAM Japanese Markets, Products and Development Trends. The CAI market is also expanding, at a rate of 40 percent annually, according to Computer Assisted Instruction—Japanese Markets and Development. Both studies were conducted by Eurogestion K.K., a Tokyo-based consulting firm.

CAD/CAM market. In this study, data on the number of systems sold for 1982-1986 is broken down into five systems classifications:

1. Host CAD/CAM systems priced over $750,000 that run on mainframe computers
2. Turnkey CAD/CAM systems between $150,000 and $750,000 that run on minis and superminis
3. Automated drafting CAD systems between $50,000 and $150,000 that run on micros and minis
4. Simple CAD/CAM or PC CAD/CAM systems between $15,000 and $50,000 that run on 16-bit or 32-bit micros
5. Workstation CAD/CAM systems between $25,000 and $200,000 with LAN interface capability

The most rapid growth is for workstation CAD/CAM and PC CAD/CAM systems. CADAM, Computervision, and GE-Calma sell the most products in Japan. The products that these companies offer seem better than their Japanese counterparts, but services are sometimes weaker in such areas as as modification for specific use and after-sale customer support.

Marketing of foreign systems is, in many cases, handled by Japanese agents. However, there is a trend toward direct sales because control tends to be weak under the agents. Japanese vendors are trying hard to catch up with the foreign vendors. Major computer manufacturers such as Mitsubishi Electric, NEC, Hitachi, and Univac Japan have developed systems, while Fujitsu is using CADAM products. Seiko Instruments & Electronics and Zuken, which are not computer manufac-