

UNDER EMBARGO UNTIL November 12, 2025 – 8:00 AM ET

Transcend Launches TDG Insight, Advancing Automation in Early-Stage Critical Infrastructure Design

Princeton, NJ — November 10, 2025 — Transcend, the leader in generative engineering software for critical infrastructure, today announced the launch of **TDG Insight**, a new experience within the Transcend Design Generator (TDG) that enables engineers to explore and refine wastewater and water treatment designs in real time.

Early-stage conceptual design has traditionally required long, iterative cycles to evaluate alternatives and align on a preferred approach. Even with digital tools, teams often move step-by-step — gather data, generate a concept, review, adjust, and repeat — slowing collaboration and delaying key project decisions.

Transcend has already transformed that timeline, enabling standardized conceptual designs in **days instead of months**.

TDG Insight advances this even further by compressing the *iteration* loop within those workflows. Engineers can now test assumptions, compare alternatives, and understand the impact of design choices **instantly**, while maintaining full transparency into the underlying calculations.

Early adopters have seen **iteration cycles accelerate by up to 90%**, enabling faster alignment between engineering teams, utilities, and project stakeholders.

“This is not black-box AI,” said **Antony Rhine, Chief Operating Officer at Transcend**.

“TDG Insight is built on transparent engineering logic. It keeps the engineer in control, while enabling a faster, more collaborative path to viable design decisions.”

What TDG Insight Enables

- **Real-time refinement** of key design elements
- **Instant comparison** of multiple design approaches
- **Clear communication** of assumptions and trade-offs
- **Faster consensus and decision-making** across project teams and stakeholders

TDG Insight enables teams to **instantly generate high-fidelity conceptual designs** supported by the data needed to evaluate, communicate, and defend early-stage decisions. The result is clearer alignment between engineers, utilities, technology

providers, and community stakeholders — helping organizations move forward with confidence on infrastructure that meets long-term performance and sustainability goals.

Every design completed in TDG Insight is captured in a **standardized, machine-readable format**, preserving the assumptions, trade-offs, and decisions that shaped it. This creates a foundation for consistent QA/QC, long-term reuse of design intelligence, and more informed capital planning.

The Insight experience is accessible via a toggle within the TDG interface and is being rolled out to enterprise organizations in phases. Engineering firms, utilities, and technology providers interested in enabling TDG Insight can contact Transcend for enrollment.

About Transcend

Transcend is transforming how critical infrastructure is planned, designed, and built through the Transcend Design Generator (TDG)—a cloud-based generative engineering platform that brings data standardization, governance, and traceability to the early stages of infrastructure projects. TDG enables asset owners, OEMs, and engineering firms to automatically generate high-quality, compliant conceptual designs and data—accelerating planning, reducing risk, and aligning every stakeholder from the start. The result is a more connected, auditable, and resilient approach to delivering the world’s critical infrastructure.

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