



## Print'Or: February, 2007

### The biggest event in the heart of our home town

During three days, February 4-6<sup>th</sup> 2007, **Lyon** turned into the center of the jewelry industry. Indeed, **Print'Or** is **France's biggest exhibition for jewelry**, watches, gemstones, and equipment. In our home city, this trade show is the perfect opportunity for us to communicate to our market. *Many of our clients came to the show* and visited our stand. We feel proud to have them come over to tell us *how much they appreciate the solutions* we provide them with and how much better their professional lives have been thanks to our products.

February 5<sup>th</sup> marked the date **Vision numerique signed a partnership with the SEPR**, an organization well-known for the quality of the training they offer, especially in the jewelry industry. Our company will provide the school with **3DESIGN CAD** and train their professors. In return, the **SEPR** will keep us informed about the latest trends and evolution of the market so as for us to develop the most advanced solution. The partnership was celebrated around a cocktail where our clients, partners and the press could exchange together about the event and our future product development.

Print'Or was also the *premiere* for **3DESIGN CAD5**, the new version of our solution for 3D jewelry creation. This amazingly *powerful and easy-to-use version* received great returns from the many visitors who saw it. Packed with intuitive and **accurate jewelry-specific tools** and smart tricks and shortcuts, **3DESIGN CAD5** definitely has all it takes to win over the entire market.



*M. Gascou, representing the SEPR and M. Bonneton, CEO Vision numerique, after the signature at the cocktail.*

Our team presented more than just **3DESIGN CAD5** during the show. **TypeEdit** always generates much enthusiasm for CNC machine users; **Hibijoux**, our unique high range package including **3DESIGN CAD** and *Invision machine*, seduces more and more jewelers; and the machines showcased on our stand brought much traffic and questions.

As a world preview, our company decided to showcase **3DESIGN Boutique**. **Boutique** is the latest addition to our **3DESIGN** product family. This new tool will *revolution the way jewelers and retailers* promote and display their collections. If you have missed **3DESIGN Boutique** on **Print'Or**, be sure to check our website for more information coming soon: [www.3design.com](http://www.3design.com)

**Print'Or** being primarily dedicated to jewelers, our objective was to meet them and *help them find the solution they need*. Our team could classify the type of professionals met into three broad categories:

> **Designers**: they particularly appreciate the *deformation tools* **3DESIGN CAD** provides and of course the parametric aspect of the software. They are used to software and new technologies and *like using the most modern tools*.

> **Independents**: those jewelers usually work in *their own or in small structures* and they come from all over France. They see **3DESIGN CAD** as the most complete solution and understand it does allow them to *do things they could not have considered before*.

> **Technical bureau**: these professionals are **the most technology savvy** of all. What they are looking for in a solution is the *perfect management of Boolean operations, the mathematical possibilities, complex 3D constraints*. They found their solution in **3DESIGN CAD**. More than just engineering software, **3DESIGN CAD** gives them the most *powerful tools to obtain detailed and accurate fine jewelry pieces*.



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