



DU 06 AU 09 MARS 2007  
VENEZ DECOUVRIR LES SOLUTIONS TYPE3  
SUR LE STAND 4C138  
EUREXPO LYON - FRANCE



The **Industrie** trade show is definitely the **meeting point for equipment and manufacturing professionals**. From March 6-9<sup>th</sup> 2007, Lyon was the centre of all attention for these professionals. Our team was proud to present our solutions in our home city, like the saying goes: **“there’s no place like home”**. **Industrie 2007** was the perfect opportunity for us to meet with our customers, evaluate the industry’s new trends, meet prospective contacts and discuss with machine manufacturers.

Dedicated to the mechanical, mold and tool environments, **Industrie 2007** welcomed over 25 000 visitors during this edition. **Visitors from France** were the most represented as this is the main event for the industry. Our team welcomed many contacts on our stand, all of which were impressed by the demos made by our sales engineers. The contacts we met are come mainly from **large or medium sized companies**. These industrials are well aware of the growing trend and **demand for 3D**. They feel the need and almost pressure from the market to provide 3D options in their product and service range.

Our team presented **TypeEdit**, the *leading solution for artistic CAD/CAM*, to prospective contacts. These visitors were impressed by **TypeEdit’s** 2.5D and 3D capabilities. Compatible with all engraving machines, **TypeEdit** convinced many buyers and *sales orders were placed right on the stand!* Even existing customers recognized the **opportunity to upgrade their system to 3D** and signed right away.

**Contacts with machine manufacturers** are also an important part of the exhibition for us. We appreciate sharing with them our experience and feelings about the industry and **current situation**. Overall, we all felt the economic situation was getting better for these industrials, they feel the need and are **ready to invest with a positive outlook on the future**.

If you have missed us during this edition, please contact Cécilia Martinère at: [c.martinere@type3.com](mailto:c.martinere@type3.com) for more information.

