



Lyon, France: January 22nd 2007.

From January 14th until 21st, professionals from the jewelry and watch industry lived at the rhythm of the VicenzaOro tradeshow. This new "Winter" edition featured over 1,600 Italian and foreign companies. The show opens the international trade fair calendar for jewelry, goldware, silverware, watches and gemstones. Our Italian subsidiary was present at Oromacchine, the place where creative skills meet technology.

During the eight days of the show, **Oromacchine** reinforced its position as the cosmopolite meeting point for technology. Vision numeric teams from Italy and France met numerous contacts mostly from Italy, but also much from Europe (Germany, Turkey, France, etc.), Asia, the United States and even a few contacts from Australia.



Special offer combining 3DESIGN and a machine



>> **3DESIGN**, the 3D CAD software for jewelry and graphic objects creation and

>> **TypeEdit**, the reference solution for artistic CAD/CAM

were presented on our stand. One of VN Italy's strengths is to offer complete packages including software and a machine. Depending on visitors' needs, they were oriented towards either the *InVision HR* machine by 3DSystems or towards the *Jewela* by Roland for all prototyping purposes.

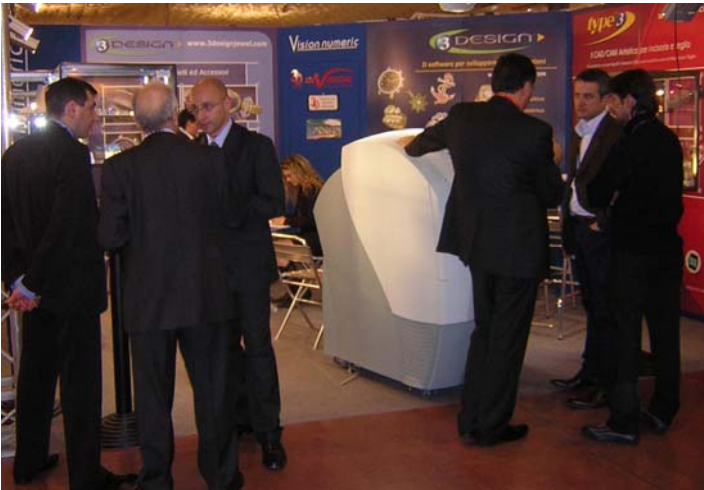
Combined with **3DESIGN**, these two powerful machines dragged much traffic on our stand. Professionals interested and ready to invest in new technologies were amazed to discover such professional and dedicated software solutions. The fact that files created using software are directly sent to the machines to obtain a 3D piece is a strong argument. Yet, software is a smart first investment for a jeweler to become literate in CAD technologies. The variety of the offer at **Oromacchine** is representative of the development of and enthusiasm for new technologies in the jewelry and watch industries.

Visitors were curious about many aspects of the solutions as well as the machines. Regarding software, they wanted to know more about the compatible work methods, the advantages of a parametric construction tree, the difference between one software or the other, etc. **3DESIGN** could stand the competition and the demos made on the stand confirmed our position. "The look and feel of the interface are so agreeable. Yet, all the tools I see are truly linked to my profession and seem really easy to use" commented an Italian jeweller. Indeed, the learning curve for **3DESIGN** is really short.

Other questions came about the machines presented on the stand. Resolution, cost, materials and price, time to produce were the main areas of discussion. The *InVision HR* produced tens of prototypes each day of the exhibition. The resin pieces could be seen and evaluated by professional jewelers every day for the most valid and accurate representation of our products.

Mr. Marco Novello, President of the Italian subsidiary concludes "This first 2007 edition is a real success for us exhibitor. Many new contacts met during the show should become new customers in the short term. In the long term, this event helps us confirm our position in the industry and always helps generate new revenues. Both visitors and buyers are enthusiastic and ready for a promising new year in the industry!"

The next edition of **VicenzaOro** will be Spring from May 12th until 16th. Be sure to visit Vision numeric Italy's stand at **OroMacchine** in the Leonardo Pavilion.



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