



# PRESS RELEASE

For immediate release

## OPTIS opens Paris office

**Toulon, France - Friday, 10 April 2009.** - OPTIS France SAS, world leading editor of scientific light simulation and visualization software, today announces the opening of a new location in Issy-les-Moulineaux, Paris, France.

This new facility will be responsible for sales, technical support and a wide range of training courses for French customers and is located close to key customers in the automotive and aerospace industry.

Building upon its strength in the European marketplace, OPTIS is committed to providing technical expertise and knowledgeable sales staff at a local level . The Paris office clearly demonstrates the importance of the French customer base and the worldwide strategy to offer a more focused support organization.

In order to better understand the needs of its current customers and to grow its business across the many industries addressed by its product portfolio, OPTIS also announces the appointment of Jean-Marc Lanusset as Sales Manager for France, who will head the Paris office. Jean-Marc has many years of experience in the French market and in particular with building solid relationships with a wide range of customers in various industry sectors.

In anticipation of the planned growth of the facility OPTIS has established a local sales, training and support office at:

OPTIS Paris  
13 Camille Desmoulins  
92441 Issy-les-Moulineaux  
Tel: +33 (0) 1 58 04 23 78  
Fax: +33 (0) 1 58 04 23 00



The OPTIS technical team is available via a Hot Line and can introduce customers and strategic partners to the value added support provided by a Helpdesk service, the Care Program and comprehensive training schedules.

The experienced sales team is on hand to advise and inform customers on the full range of OPTIS solutions developed to address the optical simulation needs of multiple industries including the automotive, aerospace, consumer goods, medical, defense and lighting industries.

“Continuing our plan to provide the highest possible level of local technical support and a dedicated sales organization, the opening of the Paris office is the most recent step in the overall expansion of our business worldwide. In order to understand customers’ requirements and to develop new opportunities in today’s competitive market it is crucial to build and maintain close relationships with the industries we supply, hence the decision to locate in the French capital where many of our key customers are based. The addition of Jean-Marc to our European team enables us to focus directly on French customers and to offer a highly professional level of support and advice ...”

Pete Moorhouse, VP Sales & Marketing, OPTIS France

#### **About OPTIS:**

OPTIS is the world leading software editor for the scientific simulation of light and human vision within a Virtual Reality Environment. Its solutions allow designers, ergonomists and engineers to simulate and optimize lighting performance, product appearance as well as the visibility and legibility of information on Human Machine Interfaces, in a fully-immersive environment.

Since integrating its SPEOS solution in CATIA V5 in 2002 and SolidWorks in 2001, OPTIS is still the only company to provide a light simulation solution fully based on a physical model inside a CAD/CAM software.

OPTIS has delivered more than 5500 licences to 1500 customers in 36 countries worldwide. Users include most of the major automotive, aerospace, electronics, white goods and lighting manufacturers, as well as architects, universities, research laboratories and defence agencies. They use the SPEOS technology to design, simulate and visualise in a Virtual Reality environment, products as diverse as automotive lighting, mobile phone screens and keypads, dashboard and cockpit displays, LCDs, LEDs, luminaires, and optics for industrial vision and medical applications. For more information, visit [www.optis-world.com](http://www.optis-world.com)

More information can be found at <http://www.optis-world.com>

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