



PRESS RELEASE

For immediate release

OPTIS reinforces its position in Asia and opens a subsidiary in Shanghai

Toulon, France - Thursday July 30th, 2009 - OPTIS France SAS, the leading developer of scientific light simulation and visualization software, today announces the opening of a wholly owned subsidiary in Shanghai, China.

This new facility will deliver expert technical and sales support and a wide range of training courses for Chinese customers and is conveniently located close to key customers in China's automotive, aerospace/defense and electronics industries.

Pete Moorhouse, VP Sales & Marketing, OPTIS France, comments, "Building upon our strength in the European, US and Japanese marketplaces, OPTIS is committed to providing technical expertise and knowledgeable sales staff to meet the needs of its rapidly expanding Chinese customer base. Opening the Shanghai subsidiary clearly demonstrates the importance of this emerging market and OPTIS's worldwide strategy to offer a more focused and localized support organization."

OPTIS has been present in China for several years via an agent and distributor network. Its customers and partners there include several internationally known companies including Volkswagen Shanghai, AVIC, Changan Automotive Group, GE Shanghai R&D Center, and Foxconn among others.

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 a recruitment program to expand the current local team in China, with the addition of both sales and technical staff.

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

**OPTIS China
Silver Centre**

Room 808-809
NO.1388 Shan'xi North Road,
Shanghai P.R. China
200060
email : lfengfan@optis-world.com

The OPTIS technical team is available via a Mandarin-speaking 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 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, optical and lighting industries.

Moorhouse adds, "The market in Chinese has evolved at an incredible pace in recent years and seems more and more focused on implementing technology and know-how on new, domestic projects. We have many references in the automotive, aerospace, defense and electronics sectors and the opening of the Chinese subsidiary guarantees these customers the highest possible level of local technical support and a dedicated sales organization. The opening of the Shanghai subsidiary 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 Chinese economic capital near to many of our key customers."

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 SolidWorks in 2001, CATIA V5 in 2002 and Pro/ENGINEER in 2008, 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, military detection systems and optics for industrial vision, defense and medical applications.

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

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