



PRESS RELEASE

For immediate release

OPTIS opens North American subsidiary

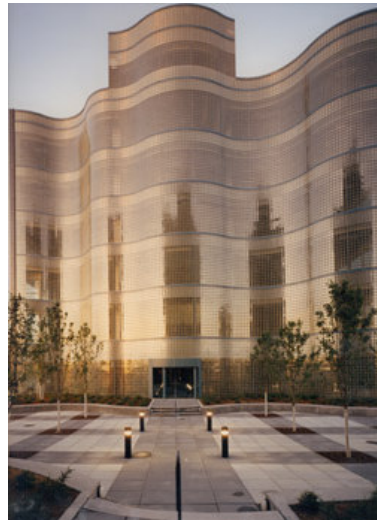
Toulon, France. August 27, 2008 – OPTIS France SAS, the developer of SPEOS light simulation and visualization software, has today announced the opening of its new subsidiary in Troy, Michigan, demonstrating its commitment to the American market, and further strengthening its worldwide presence. The new subsidiary, OPTIS North America Inc., is exclusively responsible for the sales and technical support of the entire OPTIS product range and services throughout the Americas.

OPTIS North America Inc. is fully operational, enabling OPTIS to meet its commitment of providing dedicated support to its current customer base and to grow its business across the many industries addressed by its product portfolio.

In order to support the needs of customers in both North and South America, OPTIS North America Inc. has grown its local team with the addition of Andrea Fields, as Sales Account Manager. Technical support will be provided by the engineering team, led by Maroun Massabki, and including Rami Saab as Technical Support Engineer.

In anticipation of the planned growth of the subsidiary OPTIS North America Inc. has established a local sales and support office at:

OPTIS North America Inc.
100 W. Big Beaver Road
Troy MI 48084
Tel: +1 248 524 0373
Fax: +1 248 524 0376



The OPTIS North America Inc. 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 and the Care Program.

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.

“The American market is key to the forward strategy of the OPTIS group and the formation of the North American subsidiary and the move to Michigan facilitates the ‘nearness’ to our customers which was previously lacking. As demonstrated earlier this year with the opening of the Japanese operation, OPTIS is broadening our market coverage and worldwide commitment to providing highly experienced technical expertise at a local level alongside a knowledgeable sales and management team...”

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

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

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