



## PRESS RELEASE

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### ***Lectra, official partner of the China National Institute of Standardization for the world's largest 3D measurement campaign***

**Beijing, China, August 23, 2006** – Lectra, the world leader in software, CAD/CAM equipment and related services dedicated to the fashion business, has been selected by the China National Institute of Standardization (CNIS) for the first digital Chinese body measurement campaign.

For this national campaign involving a total of 20,000 children and young adults (aged 4-17) from more than 10 Chinese provinces, Lectra has provided its unique 3D measurement solution – based on equipment from its partner, Human Solutions – as well as technical support, training and consulting on measurement methods, protocols and data analysis, capitalizing on the experience acquired from previous campaigns around the world.

Initiated in 2004, the Chinese campaign aims to formulate various national policies (ergonomics, public safety, etc.), and also to provide statistical support for commercial production of apparel, furniture, transportation, and other industries and to ensure the safety, comfort, and health of China's children and young adults.

*"Lectra's renowned expertise in the apparel industry persuaded the CNIS to choose the company's technologies and consultants to conduct the official measuring campaign,"* stated Jean-Louis Heyd, Lectra's worldwide project manager for 3D measurement campaigns. *"The scale of the Chinese study is the biggest of its kind in the world up to this point."*

In a few seconds, Lectra's BodyScanner solution (consisting of an installation of four columns, each with two CCD cameras and a single eye-safe laser) scans and memorizes body volume and calculates the person's measurements and postures. All measurements are then extracted from the 3D scan and stored for statistical analysis.

Data collection has thus far been completed in China's Shandong and Sichuan provinces; preliminary results will be unveiled at a CNIS press conference in Beijing on August 23. According to the CNIS, similar measurement campaigns for adults should be conducted after the present campaign.

#### **Lectra, the natural partner for body measurement campaigns**

Ordered by French apparel industry professionals, a 3D measurement campaign was conducted in France between 2003 and 2005. Based on a sample of 11,562 people between 5 and 70 years of age and data aggregated with Lectra technologies, the results presented on February 2, 2006 showed that the average French woman is 1.63 meters tall (5 feet 3½ inches) and weighs 62 kilos (137 pounds), while the average French man is 1.76 meters tall (5 feet 8 inches) and weighs 77 kilos (170 pounds). These results will be used to update sizes and patterns for the ready-to-wear industry, with the aim to satisfy consumers by introducing the notion of "perfect fit" clothing that corresponds to the desires of individual consumers. The results will also benefit other sectors, including furniture and automotive – industries for which Lectra has developed proven technology solutions for many years.

Similar digital measurement campaigns using Lectra technology have been successfully concluded in Sweden, and also for the armed forces of several European countries.



### **Lectra's longstanding commitment to the apparel industry in Greater China**

Lectra has been present in Greater China for 20 years (with 135 collaborators serving approximately 1,700 customers). The company created its first subsidiary in Hong Kong in 1986, in Taiwan in 1988, and in Shanghai, China's economic capital, in 1994. Today Lectra has 23 offices in Greater China, including Beijing, Fujian, Guangzhou, Nanjing, Qingdao, Dalian and Wuhan. The company recently combined its Asia-Pacific headquarters, regional International Advanced Technology Center (IATC) and Call Center, and Shanghai teams in a single new site in Shanghai. The objective of this regrouping is to provide customer relations and service that fully satisfy the expectations of its 3,000 regional customers.

*"The company's unique sales and service network, fortified by its strong knowledge of the issues faced by its customers, enables Lectra to offer them the best possible support," said Jean-Luc Aubert, Lectra's Asia-Pacific Director. "Furthermore, through its valued expertise in the issues they face, Lectra has become the natural partner of companies in the Asia-Pacific region, helping them to coordinate their international projects."*

### **About Lectra:**

With 1,500 worldwide employees and \$260 million in 2005 revenues, Lectra is the world leader in software, CAD/CAM equipment and related services dedicated to large-scale users of textiles, leather and industrial fabrics. Lectra addresses a broad array of major global markets, including fashion (apparel, accessories, footwear), automotive, aeronautical and furniture. Lectra is listed on the Euronext Paris stock exchange.

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