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## ***Lectra to showcase its 2007 technological innovations at CISMA***

**Paris (France) - September 6, 2007** – Lectra, the world leader in integrated technological solutions dedicated to industries that use soft goods, will participate in CISMA, China International Sewing Machinery & Accessories Show, the biggest sewing industry event in China, from September 26 to 29, 2007 in Shanghai (CISMA - Hall E D66).

CISMA has been held for 20 years and attracts worldwide attention which plays an indispensable role in promoting technical and information exchanges, strengthening international communication and promoting industrial development. Around 50,000 professionals visited CISMA in 2005 and 15% of them are from overseas countries such as England, US, Spain, Italy and Japan.

### **Undisputable Leading Technology Recognized**



With continuous innovation, Lectra launched a number of new solutions in 2007: new generation of *Vector*, *Modaris 3D fit*, *EasyGrading* and *Kaledo* which were showcased during Lectra World 2007, and will be presented at CISMA 2007 as well.

*Vector* is the first automatic cutting solution to successfully combine performance and intelligence which demonstrates the lead that Lectra has taken in its technology and services offering. The sales of *Vector* topped 100 just after 4 months proving its incredible capabilities. *VectorAutoMX9* will be shown at CISMA with its highest volume productivity and perfect cutting quality.

Associated with *Vector*, *Optiplan*, the cut-order planning and optimizing solution, integrates several independent planning steps in one unique and integrated process while optimizing the material usage and increasing production.

*Modaris 3D Fit*, a state-of-the-art 3D virtual prototyping solution for fitting control, style and collection validation, enables apparel professionals to shorten lead times and reduce development costs while facilitating collaborative work and decision making between all participants involved (pattern makers, designers, product developers, and marketing and sales teams, brands and sub-contractors).

*EasyGrading* is a new application included in Lectra's pattern-design solutions which optimizes the grading process for apparel-sector companies, facilitating and accelerating grading activities by up to 70%.





*Kaledo*, the innovative, comprehensive design solution, will be premiered at the show for the Asia Pacific rim. *Kaledo* improves the communication flow between designers and everyone involved in product development. With an ever-increasing number of collections, *Kaledo* ensures significantly faster product development cycles.

#### **Lectra's Commitment in Partnership with Clients**

Aside from demonstrating the latest technology, Lectra will organize special activities at this year's CISMA including dedicated solution workshops, press conferences and a gallery of showcased student art works to enhance the communication between Lectra, industries and clients. Lectra's commitment is to forge strong partnerships with its clients by providing advanced technologies and value-added services which help them to meet present and future challenges.



*"Our expertise in China dates back 20 years. We've been forging a long-term partnership with our clients, with a vast and diverse portfolio of solutions to meet their requirements,"* said Lectra's Asia-Pacific Director, Jean-Luc Aubert. *"These offerings are supported by our strong R&D capability, as well as a comprehensive suite of value-added services to help clients bring their products to market quickly and cost effectively."*

#### **About Lectra**

*Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for the soft goods industries. Lectra develops the most advanced specialized software, cutting systems, and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), aeronautical, marine, and furniture. In the fashion sector, Lectra's expertise is in optimizing business process through fashion-dedicated PLM (Product Lifecycle Management). This integrated enterprise software covers the entire value chain, from design to manufacturing to managing the collections lifecycle. Lectra serves more than 17,000 customers in over 100 countries with 1,500 employees and \$272 million in 2006 revenues. The company is listed on the Euronext Paris stock exchange).*

*For more information, please visit [www.lectra.com](http://www.lectra.com)*