



Swarovski and 3Design: two Leading Brands Join Forces to Release Unequaled Jewelry Software

Lyon, France - September 9th, 2004 – **SWAROVSKI**, the world's leading manufacturer of cut crystal, and **VISION NUMERIC**, artistic CAD/CAM software developer with the world-renowned Type3 product family, announced today a long-term alliance to offer a unique CAD solution dedicated to jewelry design: 3DESIGN. The software now integrates SWAROVSKI'S Crystal Fashion Components in its library giving users the possibility to create the most exquisite and original designs.

"SWAROVSKI and VISION NUMERIC share a commitment to provide ground-breaking products to achieve sophisticated and innovative graphic objects," said Philippe Blache, Sales and Marketing Director at VN. "Combining SWAROVSKI'S unmatched quality and variety of crystal products and VISION NUMERIC'S in-depth expertise and foresight in the jewelry software industry, we could hardly find a more harmonious partnership".

Dedicated to a demanding, creative audience, 3DESIGN version 3 is an excellent upgrade for every type of user; the ideal ergonomic answer for beginners and the cutting-edge software for experts used to creating high-quality models. The alliance of these two leading organizations will allow professional designers to reach and maintain a high level of know-how thanks to a constantly enhanced solution.

In addition to SWAROVSKI'S Crystal Fashion Components library integration, this 3DESIGN version is characterized by a brand new interface, an improved parametric history tree, new wizards, a powerful rendering module, video maker, and more import/export capabilities. It thus becomes a true and unique design solution for jewelry, luxury and accessories, and an invaluable marketing tool. All the software features lead to greater productivity, while leaving a key place for creativity and innovation.

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About VISION NUMERIC

Established in 1988, **Vision numeric**, a French company, has given itself a special mission from the beginning: to bridge the gap between the world of graphic arts and the industrial engraving industry. Marking, identifying and decorating are the different needs expressed by professionals.

Vision numeric has developed solutions in an environment that focuses on communication through industrial parts. With over 25 000 seats sold worldwide, the **Type3** product family is recognized today by professionals in the Mold & Tools, Sign, Packaging and Jewelry industries, as the essential solution, whether they are working in a mechanical, laser, or rapid prototyping environment.

Discover VN's range of products at www.type3.com or for more on 3DESIGN, visit www.3designjewel.com

About SWAROVSKI

For more than a hundred years Swarovski, the Austrian family company based in Wattens in the Tyrol, has been the world's leading brand for cut crystal. Crystal jewelry stones and crystalline semi-finished goods for the fashion, jewelry and lighting industries are as much a part of the company's product range as gift articles, home accessories, and collectibles fashioned from faceted crystal. Swarovski's artistic and design abilities are evident in Daniel Swarovski Paris and Swarovski Jewelry, the company's accessory and jewelry ranges. Since 1995 visitors have been able to enjoy the ultimate crystal experience at the Swarovski Crystal Worlds. The Swarovski group also includes Tyrolit®, which produces grinding tools and abrasives, and Swarovski Optik, the company's optics division, with its precision optics for hunting and nature observation.

In 2003 Swarovski achieved group sales of Euro 1,68 billion with a total of 14,257 employees. The Magic of Crystal www.business.swarovski.com