



PRESS RELEASE

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VSR is strengthening its market position in the Far East

New strategic sales partnership with Sentra Grafika Kompumedia in Jakarta

Ronnenberg, July 01, 2013 – The CAD software developer Virtual Shape Research (www.virtualshape.com) has entered a new sales partnership for Indonesia and other Southeast Asian countries with Jakarta-based Sentra Grafika Kompumedia PT (SGK, www.sentragrafika.com). With this new partnership, Virtual Shape Research is further strengthening its position in Asia, in particular with regard to the automotive manufacturers and their suppliers based in this region, but also with Asian developers of consumer electronics and computer peripherals such as printers. Notably, Sentra Grafika Kompumedia is an HP Premium Partner and one of the leading providers of workstations for professional users.

SGK will support Virtual Shape Research in marketing its plug-ins for the powerful surface modeler based on the CAD software platform Rhinoceros 3D®. The partnership furthermore includes an instruction and training program for software users, focusing on the design of high-quality surfaces in automobiles and electronic products.

“Design engineers in the automotive and electronics sectors have an enormous demand for solutions that allow them to develop premium designs. In this context, the surfaces termed Class-A surfaces are of particular importance. They are key to the elegance of today’s cars. The Rhino plug-ins by Virtual Shape Research provide a powerful tool for our workstation users in the Indonesian industry,” explains Bimo Adi Prakoso, CEO of Sentra Grafika Kompumedia PT.

Class-A surface design is a special discipline in the field of computer-aided design. Powerful CAD solutions support design engineers, for example, in the design of automotive parts and the calculation of reflections and light refractions on surfaces.

Michael Wieczorek, CEO and cofounder of Virtual Shape Research, confirms: “With our new sales partner SGK, we will further consolidate and enhance our market position in Southeast Asia. The excellent reputation of our new sales partner is in perfect agreement with our aim to provide top-quality Class-A software solutions for professional users in the design and engineering sector.”

VSR Shape Modeling 2.0.3 is the current version of the plug-in for Class-A modeling in Rhinoceros 3D. Photorealistic visualization of product designs in Rhinoceros is provided by VSR Realtime Renderer 4.0.2.

About Virtual Shape Research

Virtual Shape Research is developing and marketing CAD software in the areas of visualization, free-form modeling, and shape analysis with the goal to improve the daily job of designers in terms of quality and efficiency. VSR has established itself as a vendor of software add-on applications supporting surfacing and surface visualization. For specific markets other platforms are used.

About Sentra Grafika Kompumedia

Sentra Grafika Kompumedia PT (SGK) is Indonesia’s leading graphics technology solution provider for engineering and multimedia market, based on the general and unique needs of most customers. With the head of office in Jakarta, SGK has widely established partnerships with many channel partners from many major cities in Indonesia. The passion of growing business together with the customers has brought SGK through strategic partnerships with leading international principals, taking steps ahead of competition in offering affordable, scalable, cost effective and proven solutions available in the market to the customer's door step (www.sentragrafika.com).

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