

Opticore appoints Spark Vision as Main Partner in Europe

Gothenburg, June 29th, 2004

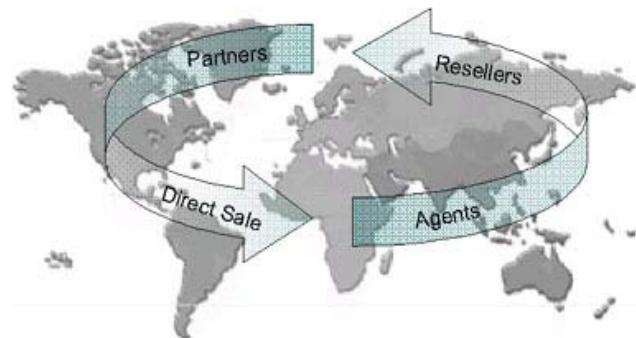
Opticore and **Spark Vision** today announce a broadening of their existing partnership agreement; effective from July 1st, Opticore appoints Spark Vision as its main partner for sales and customer relations in Europe.

“Our partnership with Spark Vision has been very successful to date and this expansion of our cooperation is further evidence of our commitment to our **“Channel Strategy”**”, says **Lars Pettersson**, CEO of Opticore.

“Opticore will continue to strengthen the focus on delivering leading product visualization tools to support the digital product development process. Carefully selected partners, such as Spark Vision, will market Opticore’s software products and deliver first-class services, ensuring a successful use of Opticore’s technology. As the scope of the partnership is expanded, Joachim Nordin, former Vice President Marketing and Sales of Opticore, joins Spark Vision”.

“We are very excited about this agreement”, says **Patrik Larking**, CEO of Spark Vision. “We are now able to offer our customers a full range of services and software.”

Opticore’s Channel Strategy includes sale, support and development through own resources combined with strong and highly skilled resellers, agents and partners all over the world. The Channel Network has been developed since the start of the company and constitutes a solid platform of resources that meets the need from global customers. The Opticore Opus Software Family is today a well known trademark for high quality 3D visualization within the automotive field.



About Opticore

Opticore (www.opticore.com) is the world's leading developer of 3D real-time software for interactive product visualization with more than 200 customers. Leading manufacturing companies such as Audi, BMW, Volvo, SAAB, Ford, Nokia, Italdesign, Honda, Daihatsu, and Mitsubishi and more are successfully using Opticore software based applications in automotive- and industrial design development. Opticore is a privately held company with its corporate headquarters in Gothenburg, Sweden, and a subsidiary in Detroit, Michigan. Opticore has worldwide distribution via a network of resellers and sales offices located in North America, Europe, and Asia.

About Spark Vision

Spark Vision helps companies to increase sales and improve operational efficiency, by providing digital product visualization software and services, enabling the production of images, movies and interactive product presentations from existing 3D CAD data. The company can be contacted by telephone: +46 732 50 84 80, email: info@sparkvision.se, or via the corporate website: www.sparkvision.se.

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