



INSPIRE
DIGITALLY

efi | OPTITEX



EMPOWER YOUR BUSINESS WITH DIGITAL INSPIRATION

As fashion trends change and the pace to market quickens, we give you the right tools to keep up, stay ahead, and maintain your creative lead. Well-proven in the market, Optitex software is already having a huge impact on the way many brands operate today, and will transform the way clothes are purchased tomorrow.

Optitex solutions are available in over 20 languages and integrate seamlessly into most operating environments. Today, more than 7,000 companies, accounting for more than 27,000 installations worldwide, rely on Optitex for a more efficient workflow that significantly reduces their costs and time to market, and increases their competitive edge.

"Moving from manual to digital gives us an advantage in cost and time, but also the ability to execute. The results are more accurate and more in tune with reality."

*--Paolo Ottolia,
Head of Ready-to-Wear Products,
Roberto Cavalli*

COMPREHENSIVE SOLUTIONS

Optitex solutions save time and costs at every step of the textile industry workflow. Use them to create, collaborate, and communicate - and keep up with today's fast-changing market.

ODev

Solutions for Product Development

Boost efficiency and productivity across your design and development workflow, all the way to 3D digital sampling. With O/Dev solutions and apps you can create and customize in 2D to 3D to perfect your garment before cutting or sewing the first piece of fabric. Using them you'll get products that better fit consumer needs with faster development cycles based on earlier feedback - all while saving costs with fewer samples created and shipped.

OSel

Solutions for Sales, Marketing, & Merchandising

Give buyers and merchandisers a new way to view and buy your collection by bringing digital creations to them in full realistic quality. Whether in the showroom or on the road, it's never been easier to view, mix & match, and make orders without physical samples. Further leverage your brand's digital designs and gain an inexpensive marketing boost by providing online customers with 360° turntable views using 3D digital products.

OPro

Solutions for Production

Maximize productivity, increase accuracy, and efficiently execute orders from first mark, through final cut. Using O/Pro solutions you will save valuable time, money, and resources by reducing material costs and wastage at every point in the production cycle.

O/Cloud Platform

Solution for collaboration and data management

Store, share, and manage product related data such as patterns, 3D images, videos, 360-degree views, avatar poses and animations, more effectively, for better organization and faster decision making.

OUR PASSION IS YOUR SUCCESS

As the world's leading provider of an integrated 2D/3D software platform, we are 100% committed to empowering you to stay on the leading edge of technology. This includes constant innovation, full lifecycle customer support, and a passionate belief that inspiration is everywhere – a passion we're eager to share with you.

Single integrated platform

Our integrated platform allows you to see every change made in 2D or 3D automatically reflected in the other as you develop your product, to provide a smoother, more efficient workflow. Once you've created a 3D rendering of your design, you can leverage it again across multiple business processes – from product development and merchandising, all the way through sales and marketing.

Full service solution

Going far beyond providing cutting edge software and support, we deliver a full service solution to maximize your business value with coaching, training, advising, and consulting.

Dedication to innovation

We're actively influencing the future of the industry, by always putting our customers on the front line of technology. From introducing the first Windows-based system, to pioneering the first integrated 2D/3D digital product solution – our pioneering software has long spearheaded digital transformation in the textile industry.

Creative expertise

We challenge ourselves to be original thinkers, to break through convention, and discover new ways to get things done. Combining deep industry knowhow and remarkable creativity, our dedicated team powers true thought leadership and real results that help customers improve the way fashion is designed, made, and sold.

“We can easily see a 10 to 15% reduction in cost now compared to how we were operating before. And the more ways we use the system, the more money we save. The system can easily pay for itself quite quickly.

*-- Mark Lamont,
VP of Operations, Silver Jeans*

CUSTOMERS

Optitex has more than 27,000 installations worldwide across a wide range of industries, from leading car interior manufacturers through fashion houses, and more. Our satisfied customers all have one thing in common – a leading edge thanks to inspiring technology.

ABS By Allen Schwartz • Academy Sports • **Adidas** • AMRIT • Anna Embroidery • Asics • Asics Sports • Audi • Best Manufacturing • **BMW** • Brides.com • Brooks Sports • Cherokee Uniforms • **Chico's** • **Coach** • Coldwater Creek • Columbia College Of Chicago • Compin • Culinary Classics • Custom Swimwear • DESA • Destination Maternity • Dewhirst • Dicks Sporting Goods • Distinctive Industries • Diving Concepts • DOWCO • Eagle Sports • Elie Tahari • Eshakti • **Fashion Institute of Technology** • Faurecia • Fivelingo • **Ford** • **Gap** • Gildan Activewear • **Giorgio ARMANI** • **GORE** • Grand Knitwear • Grupo Anjo • **Guess** • Hanns Glass GmbH • **Harley Davidson** • Herman Schnierle GmbH • House of Pearl • **Hurley** • Icebreaker • Ikuta Kougei Co. • Insitu Technologie • ITC • JAG • Jintana Apparelle Co. • **Johnson Controls** • Jones Apparel Group • Kennet Group • Kent University • Kids Headquarters / Wear Me Apparel • **Kohl's** • Koyo Co. • Kozomara • KwikSew Patterns • **Lands' End** • **Levi's** • **Li & Fung** • **London College of Fashion** • Lori Coulter • Lovie Couture • Magna • Maliban Textiles • Manchester Metropolitan University • Manoukian • Mansharey • MIT • MK Klassik • Morgan • Muta Sports • Neon Buddha • NIFT • **Nike** • Oesterle Interieur • Old Navy • OnPoint Patterns • Orient Clothing • Osaka Shinko Co. • Palamon • Panex Overseas • **Parsons New School of Design** • **Patagonia** • Perry Ellis • Prevent • Proenza Schouler • Promoda • Pure HandKnit • PVH/Tommy Hilfinger • RADNIK • Recaro Nao • **Roberto Cavalli** • Royal Park Uniforms • Sahinler Holding • **Scott's Sports** • Sela • SENA Colombia • Shahi • **Shahi Exports** • Shenkar Israel • Southeastern Apparel • **Speedo** • Summit Sportswear • Sun Circle Co. • Tadashi Shoji & Association • **TAL Group** • Tanner O'Connor • **TARGET** • Tasci Montura • Teamwork Apparel • Textiles Opico • The Hong Kong Polytechnic University • The Marena Group, Inc. • The North Face • Thomatex – Car Carpets • Thong Thai Textile Co. • Topson Downs • **Under Armour** • University of Huddersfield • VAN HORN AVIATION • Vanity • Victoria's Secret • Volcom • V-Systems • Wacoal • **Walt Disney** • Western Glove Works

We believe that 3D is the way to go. We have seen the benefits in an early stage with shorter development time, and we will see even more in the future. We expect to see real advantages in marketing and sales. For us it's clear 3D is the future.

*--Pascal Ducrot,
Vice President, Scott Sports*

TAP INTO THE POWER
OF 3D TO REVOLUTIONIZE
THE WAY YOU
DEVELOP, PRODUCE,
& MARKET FASHION

WWW.OPTITEX.COM



NORTH AMERICA

333 West 39th Street
Suite 301
New York, NY 10018, USA
Toll free (US & Canada):
1-877-RING-OPT FREE
Tel: 212 629-9053
Fax: 212 629-9055
optitex.usa@optitex.com

EUROPE

Via Saccardo 9
20134 Milano
Tel: +39 02 36595850
Fax +39 02 36595851
optitex.europe@optitex.com

INDIA & SRI LANKA

B-418, 420 & 422, 4th Floor
Ansal Chamber - I
3, Bhikaji Cama Place
New Delhi - 110066
Tel: 011 - 40582339
optitex.india@optitex.com

ASIA

Unit 6, 11/F, Shun Fat
Industrial Building, No.17
Wang Hoi Road, Kowloon Bay,
Hong Kong
Tel: +852-37582282
Fax: +852-35852938
optitex.asia@optitex.com

GENERAL INQUIRIES:

info@optitex.com

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EFI™ OPTITEX- PTC FLEXPLM® CONNECTOR

Manage all 3D content with an end-to-end solution to plan, create, develop, source, and cost throughout the whole product lifecycle

EFI™ OPTITEX- PTC FLEXPLM® CONNECTOR

Give fashion and apparel brands and retailers the ability to connect 3D digital assets and share between multiple teams for enhanced collaboration and faster decision making. Manage all 3D digital content at an enterprise PLM level, both internally and externally, with an end-end solution to plan, create, develop, source, and cost throughout the whole product lifecycle.

End-to-end integration for the entire product lifecycle:

- Ensure the right people have access to the right information at the right time, with full document control and management, search capabilities, library synchronization and extraction of bill of materials between PTC FlexPLM and EFI Optitex
- Spend less time looking for design data with enhanced search capabilities
- Create new product revisions for work in progress and manage in a native setting to eliminate delays

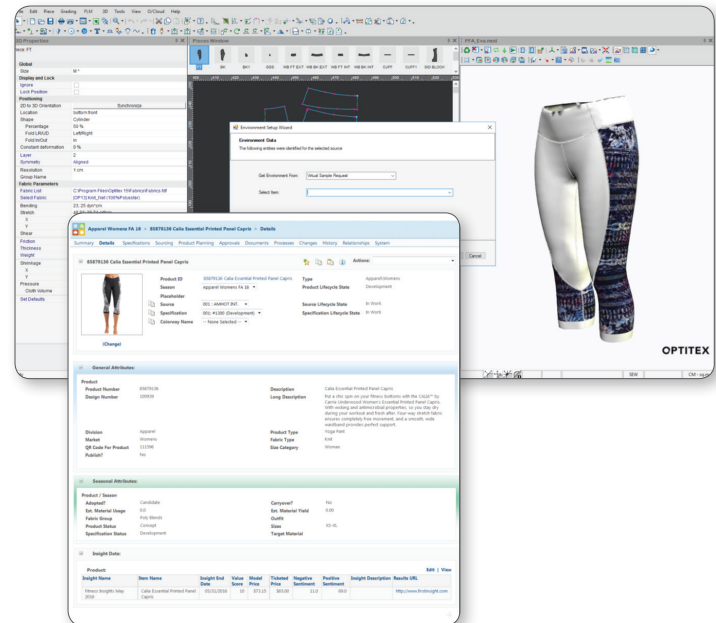
Feed information across the whole organization for faster development & collection review:

- Streamline your workflow with a single source of data for design, technical design and pattern makers
- Collaborate at a much faster rate with internal and external colleagues, customers, and supply chain partners to review & validate 3D content within weeks, instead of months
- Consistent work process throughout the whole organization with less error and duplication of work

Full Document and Library Management:

Seamless integration of all EFI Optitex data directly from PDS into PTC FlexPLM. Vendor can search, respond, and download all data needed without opening another system:

- Sync fabric definition files
- Pull color swatches from product or season/collection/style
- Retrieve artwork (images/prints) as defined for the product/season/style
- Manage the avatars library in Flex and retrieve avatars as needed in Optitex PDS
- Download standard accessories libraries including buttons, buckles, zippers etc.



Search, Check-In, and Sync:

- Create virtual sample requests in PTC FlexPLM with attached CLT and comments and view in EFI Optitex PDS
- Vendor check-in's with the updated virtual sample and extracts all information to FlexPLM - including pieces & quantities, materials, yield & accessories



ODev

**A SINGLE, INTEGRATED
SAMPLE MAKING PLATFORM**

Solutions for product development

O/Dev Pattern Making Suite | O/Dev 3D Product Creation Suite

BRING YOUR PATTERNS TO LIFE!

Generate 3D samples that accurately present your design - down to the smallest detail.





ODev

DESIGN, VISUALIZE & PERFECT – IN A SINGLE 2D/3D ENVIRONMENT

Boost efficiency, productivity, and flexibility across your digital design and development workflow, with the only solution that combines powerful 2D design and 3D visualization in a single environment for sewn products development.

With **O/Dev solutions**, you can create and customize in 2D and 3D to perfect your garment or other sewn product design before cutting or sewing the first piece of fabric, to gain the business agility you need to better fit consumer needs and fast-changing trends.



Compress design and development cycles to suit more frequent collections



Secure earlier feedback based on accurate, detailed 3D samples – and reduce over-development



Gain even more savings by sharing 3D digital samples instead of producing and shipping physical samples

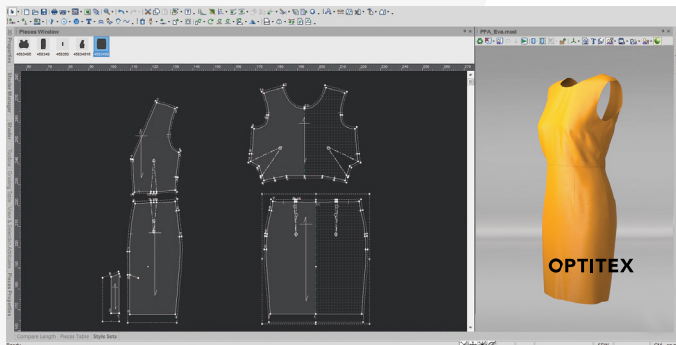
O/DEV 3D PRODUCT CREATION SUITE

Turn your flat patterns into photorealistic 3D designs and immediately see the results of any changes to the pattern with Optitex's fully integrated 2D/3D solution. Make faster and better decisions while still in the design environment by visualizing how changes in style, fit, color, fabric type, and design features will affect the final sewn product - without engaging in a time intensive and costly physical sampling process.

3D Creator

See true-to-life 3D models

- Seamlessly integrate 3D models
- Create a virtually unlimited number of body types by adjusting dozens of measurements
- Build a library of custom models
- Ensure consistent measurements compared to a human fit model
- Select body posture positions
- View style colorways and define print placement for fabrics, textures, stitches, buttons, and logos, with limitless samples
- Eliminate styles early to perfect the season's styles, with line planning
- Incorporate buttons and zippers as actual 3D objects with life-like behavior
- See how changes to the 3D model affect the 2D pattern using the optional 3D Digitizer module
- "Peel off" parts of a product modeled in 3D and create them as a 2D pattern



NEW, ADVANCED FEATURES AND CAPABILITIES

- Natural-looking pleats - Pleats in 2D patterns are simulated in 3D, with extra fabric automatically added to create drapes
- Authentic collars, cuffs, and closures - With user-defined fold lines
- Integrated rigid parts - Import realistic-looking buckles, straps, zippers, and other rigid 3D parts into the 3D simulation
- More true-to-life 3D models - With improved collision handling, natural fabric appearance and behavior, decorative stitch appearance, and improved stitch rigidity force
- Smart stitching - Reduces stitch operations by up to 50%, for a faster and simpler workflow
- Dynamic 2D to 3D updates - Enables layer-by-layer assembly and supports a more iterative design process
- Export as FBX - Convert to FBX format for export to any third-party rendering software
- Create a 360° turntable view of your design by stitching the images together.
- Magic Pin tool - Gain more control over the simulation environment by adding and removing pins to anchor fabric for a better picture of each component.

PHOTOREALISTIC 3D

- Preview direct changes throughout the whole development cycle - and visualize them with the most realistic detailing possible - including turntable views, created in minutes, with the 360° Creator.
- Emphasize the look and feel of a garment with a customized library of fully-realistic fabric details and textures.
- Showcase your designs in the light they deserve, by customizing the intensity of lighting and shadows
- Speed up collection planning and make faster decisions with early feedback before you have a single, physical prototype.



3D Digitizer - optional module

Design and correct styles in 3D

- Alter 3D styles and see the corresponding results on your 2D patterns on the same screen
- Mark an excess of fabric, change a neckline, and add buttons, notches and more - just as if you were cutting and stitching fabric on a live person

3D Flattener - optional module

Efficiently and accurately design form-fitting garments

- Apply stretch prior to creating the pieces to precisely match body dimensions and fabric
- Ideal for tight-fitting garments like wetsuits

O/DEV PATTERN MAKING SUITE

Get to market faster, at less cost, with an efficient pattern making suite that optimizes how you work with patterns at every step of the development cycle. More than 27,000 pattern makers worldwide already use Optitex Pattern Making Suite to save time and cost, improve and speed up decision making, and support more creative and iterative design.

Pattern Design Software (PDS)

Optitex Pattern Design Software (PDS) is the core of the Pattern Making Suite. With intuitive and powerful software tools for working with patterns at every step of your production cycle, it eliminates hundreds of manual steps in the design process.

A SUPERIOR DESIGN EXPERIENCE

- Tailor the work environment to your individual needs
- Visualize the measurements on different styles
- Gain control over internal features
- Import or scan fabric definitions while drafting and editing pieces

NO HARDWARE LOCK-IN

- Supports the widest range of plotters, cutters, digitizers, or adjust details
- Import/export files from/to most CAD systems and formats -- DXF, AAMA, ASTM, and others

LEVERAGE THE NEWEST ADDITIONS AND INNOVATIONS

- Walk grading – Improve balance for perfect grading and check the base size and all other sizes at the same time
- Enhanced fold-in/fold-out functionality, including options for dealing with internal lines and button placement
- Dynamic measurement charts – Connect patterns to measurement charts for automated updating, and enjoy more efficient grading

Grade - optional module

Quickly adjust patterns to fit the entire size range of your products – including complex size variations.

- Fine-tune control of each size with responsive grading
- Simultaneously grade different pieces and values

FASTER TIME TO MARKET

- Walk a pattern while you correct the shape, add or adjust details
- Import patterns with every layer intact
- Automatically compare and update line length of multiple pattern segments

EASY TO LEARN AND USE

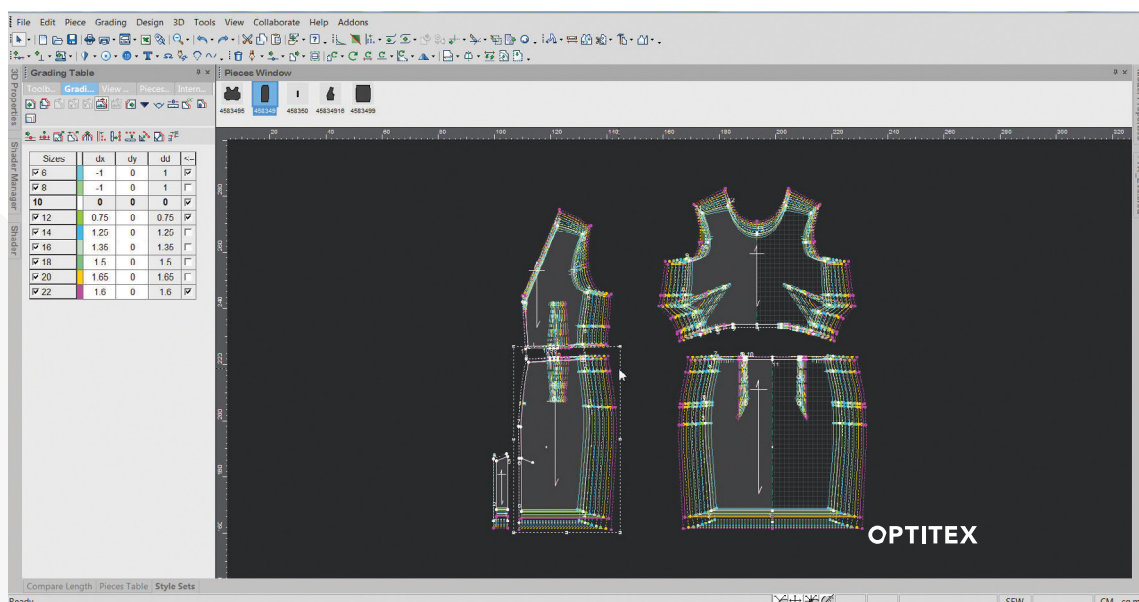
- Windows-based system
- Training time measured in days vs. weeks
- Click anywhere to see context sensitive menus
- Hover over a tool to see its hot key, or over a line to see its center point
- Automatically see guidelines and measurement data when moving a point

- Create the exact seam line you want including complex round and arc seams
- Mark closing lengths and swap between external and internal lines on closed darts or pleats
- Automatically create precise dimensions for the lining seams in jackets and coats, based on the outer piece

Digitize - optional module

Rapidly generate digital copies of garments by outlining patterns or even cloth pieces.

- Digitize complicated pieces in seconds



Optitex empowers apparel and soft goods companies to revolutionize the way they develop, produce, and market their products.

Optitex is the world's leading provider of an integrated 2D/3D software platform that enables customers to quickly create true-to-life 3D digital garments that inspire. Brands, retailers, and manufacturers can now view their collections in all styles and colors months earlier, and leverage digital garments to collaborate, market, and sell better than ever before. Since its founding in 1988, Optitex has worked to keep thousands of companies and tens of thousands of users at the forefront of technology, enabling them to greatly reduce their time to market and costs, and increase their competitive advantage.



NORTH AMERICA

333 West 39th Street
Suite 301
New York, NY 10018, USA
Toll free (US & Canada):
1-877-RING-OPT-FREE
Tel: 212 629-9053
Fax: 212 629-9055
optitex.usa@optitex.com

EUROPE

Via Saccardo 9
20134 Milano
Tel: +39 02 36595850
Fax +39 02 36595851
optitex.europe@optitex.com

INDIA & SRI LANKA

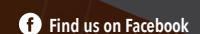
B-418, 420 & 422, 4th Floor
Ansal Chamber - I
3, Bhikaji Cama Place
New Delhi - 110066
Tel: 011 - 40582339
optitex.india@optitex.com

ASIA

Unit 6, 11/F, Shun Fat
Industrial Building, No.17
Wang Hoi Road, Kowloon Bay,
Hong Kong
Tel: +852-37582282
Fax: +852-35852938
optitex.asia@optitex.com

GENERAL INQUIRIES:

info@optitex.com



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FOR IMMEDIATE RELEASE

Contact:
David Lindsay
PR Manager
+1 404 931 7760



EFI Optitex Integrates with PTC FlexPLM for Enhanced Collaboration and Faster Decision Making

FREMONT, Calif., Aug. 3, 2016 – [Electronics For Imaging](#), Inc. announced that its [Optitex](#) software operation and Needham, Mass.-based [PTC](#) will introduce an integrated offering of their solutions to give fashion and apparel brands and retailers the ability to connect the EFI™ Optitex [3D Visual Platform](#) with PTC's [FlexPLM®](#) solution.

EFI Optitex software is the leading integrated 2D CAD and 3D Digital Product technology for the textile industry, and PTC is a global provider of product lifecycle management (PLM) solutions, along with the ThingWorx® Internet of Things (IoT) technology platform. The integrated Optitex and PTC offering will allow brands and retailers to leverage 3D to review and validate their collections within a few weeks of design, rather than several months later. It will also allow them to collaborate at a much faster rate within their organizations, as well as with their customers and supply chain partners, to enable more time for design changes, make better decisions and make better products.

End-to-end integration in the entire product lifecycle

With the increasing adoption of 3D digital sampling in the fashion and apparel industry, the integration of a 3D platform with a product lifecycle management (PLM) system allows for all content to be managed at an enterprise PLM level, both internally and externally, providing organizations with an end-end solution to plan, create, develop, source, and cost throughout their whole product lifecycle.

The integrated offering is scheduled to launch this year, with the first version expected to provide full document control and management, library synchronization of fabrics, artworks and colorways, and bill of materials extraction directly from EFI Optitex software.

“3D digital products are becoming a competitive advantage in the fashion industry, enabling an order of magnitude faster development and collection review, with market validation, sell-in and merchandising happening earlier than ever before,” said Asaf Landau, EFI Optitex general manager. “We see PLM integration as a critical step in enabling our customers to leverage their 3D Visual Platform throughout the product lifecycle, and are very excited to be partnering with PTC as our first integration. Brands and retailers using this leading PLM will

now be able to make better decisions, earlier. That will lead them to go to market with better apparel products.”

“We are excited about this opportunity to provide our customers with this key integration between our FlexPLM solution and the EFI Optitex 3D Visual Platform,” commented Eric Symon, general manager, Retail Business Unit, PTC. “Our vision of providing transformative solutions that enable our customers to evolve to a season-less planning paradigm, generating richly personalizable products, requires a high degree of transparency with supply chain partners. This integration will shift the operating model of apparel design and delivery in that direction and it is something that our customers are equally excited to see come to market.”

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling customer success with products that increase competitiveness and boost productivity. To do that, we develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process. (www.efi.com)

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