

PRESS RELEASE

VOLUME GRAPHICS GMBH FOUNDS SUBSIDIARY IN JAPAN

Volume Graphics GmbH, leading producer of software for the analysis and visualization of CT data with its head office in Heidelberg, Germany, is forging ahead on the way to internationalization by founding a subsidiary, Volume Graphics Co., Ltd., in the bustling Japanese city of Nagoya.

Heidelberg/Nagoya, 22.02.11. The founding of a subsidiary in Japan marks another important step in the company history of Volume Graphics GmbH. After a record year 2010 with the highest turnover since the company was founded in 1997, Volume Graphics management now has another reason to celebrate: At the beginning of the year, the 100% owned Volume Graphics Co., Ltd. was founded in Japan. The new subsidiary represents another milestone in the company's strategy to expand into new, growing markets.

At the beginning of the year, Volume Graphics Co., Ltd. started to take over the direct marketing of Volume Graphics software products in Japan. The software developing company has been active on the Japanese market, one of the most important markets world-wide after Germany, since 2001. With the founding of its own subsidiary, Volume Graphics GmbH aims at strengthening its position on the Japanese market even further – with Keiji Ueda as the new President of Volume Graphics in Japan. Through his former position as President of Carl Zeiss IMT Co., Ltd. in Japan, he can build on more than 20 years of experience in the Japanese software industry.



Keiji Ueda, President of Volume Graphics Co., Ltd., sees himself as a traveller between the two cultures.



CT technology is on the advance all over the world. "The Japanese CT industry is growing fast and there is a great market potential," says Christof Reinhart, CEO of Volume Graphics GmbH. In spite of the financial crisis, which Japan has not yet overcome completely, there are positive signals to be seen in the future-oriented and constantly growing market of CT. "The use of CT as a measuring instrument has only just started in Japan," continues Christof Reinhart. "We want to support this development of the market with our know-how."

"It is our aim in Japan to improve and intensify our business relations with the producers of CT systems. Direct and closer cooperation will bring advantages to both sides," adds Christof Reinhart. "What will bring CT forward is the optimum combination of CT scanner and analysis software. It is in this symbiosis between CT system provider and software developer that we see further potential for market growth. With Keiji Ueda we have an experienced man on site who can, above all, bridge the cultural gap between the Japanese and German cultures." Keiji Ueda is looking forward to his new task and emphasizes the importance of a close relationship with customers which the new subsidiary can cultivate: "The founding of Volume Graphics Japan was an important step towards offering our partners and customers in the area first-class and direct support. Our specially trained experts will be able to provide optimum support to our customers." In the course of the founding of the subsidiary, the software has been extended and now offers an optional Japanese language pack.

Focussing on its strategy of growth, Volume Graphics is planning to found further subsidiaries in other parts of the world in the medium term.

