

PRESS RELEASE

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BIMObject® establishes subsidiary in Italy

As a further contribution to its strategy to become the market leader, and established across Europe by 2017, today, BIMObject announces the formation of a subsidiary in Milan, Italy. The BIMObject office in Italy, headed by Massimo Guerini, is located in the Blend Tower.

Massimo brings more than 25 years of relevant experience in CAD, 3D and BIM within the building industry. With extensive experience of international business he is an integral part of the global sales team, which aims to take BIMObject into a leading position, world-wide, in the growing BIM industry.

BIMObject Italy will focus on the Italian market as this combines a huge industrial base with very strong technology, architecture and design qualities. Italian manufacturers of lighting, furniture and kitchen products are renowned across Europe. There are tremendous opportunities for design-led products from Italy to be created as BIM objects, to provide Italian manufacturers with digital marketing solutions, which help them develop markets outside Italy.

"We see Italy as a key market in the company's international expansion and therefore a subsidiary has been established there to show our strong commitment to offering Italian manufacturers a digital export strategy with BIM," Says Stefan Larsson, founder and CEO at BIMObject®.

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About BIMObject®:

BIMObject® is a game changer for the construction industry worldwide with its cloud based Portal offering development, maintenance and syndication of digital replicas – BIM objects – of manufactured building and interior products.

The marketing and pre-sales services associated with the Portal are channeled and integrated, through specialized software, into CAD/BIM applications to create a business-to-business communication across the globe.

Manufacturers use BIMObject® to promote and deliver their products directly into BIM processes enabling their products to be selected and generate a real improvement in sales. <http://bimobject.com/>

BIMobject® - Winner for the Red Herring Europe Top 100 Award 2013, Winner for the 2013 Red Herring 100 Global Award and Winner of the IAIR EUROPEAN AWARDS 2013!

Sedermora Fondkommission is the company's Certified Adviser

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<http://bimobject.com/live/>

