



## **FOR IMMEDIATE RELEASE**

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### **HighRES, Inc Changes name to ReverseEngineering.com, announces new branding effort**

LA JOLLA, Calif., (July 15, 2008) - After extensive expansion this past year HighRES, Inc. has transformed itself through a name change, a new corporate identity and tagline. CAD Software innovator HighRES, Inc.'s new name is ReverseEngineering.com

"We're evolving and growing and have new tools to accelerate critical aspects of the reverse engineering process, our new name accurately reflects the breadth of the company's mission" said Braxton Carter, CTO of ReverseEngineering.com.

The brand update mirrors the evolution taking place within the company and specifically the continuing development of this sophisticated software product line. Now the updated raptor logo reflects the ongoing progression of the ReverseEngineering.com global brand. The new logo references the raptor in the old logo, but now it features a 3D claw breaking out of a cube. "We're known as a fiercely aggressive, fiercely innovative software company", said Christiann Moore, a senior executive at ReverseEngineering.com. "We wanted to make sure our logo accurately reflected our brand image".

The new ReverseEngineering.com tagline is "Go Native." According to Moore the tagline was developed to clearly and quickly communicate a major user benefit of the company's products-that the plug-and-play bridging solutions empower engineers to integrate their native CAD/CAM of choice.

Visit our website at [www.ReverseEngineering.com](http://www.ReverseEngineering.com) or call us at +1-858-488-5231

#### **About ReverseEngineering.com**

ReverseEngineering.com develops and markets plug-n-play software tool sets that accurately, quickly and easily imports raw digitized data from portable and traditional CMMs, laser trackers and laser scanners into CAD/CAM systems as easily modifiable parametric sketches. Providing what is essentially a universal front end for reverse



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engineering, we have eliminated the data translation issues usually associated with reverse engineering and related applications. Taking a modular approach, we provide more than 500 CAD/CAM integrated tool sets addressing any need, from entry-level to the most sophisticated CAD applications.

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