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HighRES Prepares for Next Generation Solutions

New Brand Names for their 3D Reverse Engineering Software Modules

La Jolla, California, (August 5, 2003) – HighRES, Inc., providers of CAD/CAM integrated 3D reverse engineering and 3D digitizing software products, announces the new naming structure for their Reverse-it software suite. The new module names are HighRES BASIC, HighRES ADVANCED, and HighRES INDUSTRIAL. The new brand awareness is structured to communicate specific value level to customers.

“At this juncture, we have renamed the Reverse-it software modules so customers can easily equate the level of value they can expect from our products”, states Christiann Moore, HighRES Director. “As we enter this exciting new level of awareness, we are dedicating new resources towards improved customer communication and customer service.” Moore also states, “while preparing for our next generation solutions, it is critical that all aspects of our customer needs remain in the forefront”.

With over 100 software modules, the Reverse-it software line currently links portable CMM’s and digitizers such as FARO, ROMER and MicroScribe directly to Pro/ENGINEER, SolidWorks, AutoCAD, Mechanical Desktop, Mastercam or CADKEY and eliminates the need to import non-native digitized data.

About HighRES, Inc.

HighRES, Inc. headquarters in La Jolla, California, develops, markets and supports advanced 3D reverse engineering software and 3D

digitizing hardware solutions worldwide. Further information is available at www.ReverseEngineering.com

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