

## TECHNIA CONFIRMS APPAREL PLM LEADERSHIP WITH ENTRANCE INTO THE JAPANESE MARKET

**STOCKHOLM, SWEDEN** - **Technia**, the leading supplier of solutions for Product Lifecycle Management (PLM), has signed a contract with Tokyo based **DOME Corporation** (DOME), to implement the Technia Value Components (TVC) and the Technia Apparel Optimizer package, based on ENOVIA PLM from Dassault Systèmes. DOME will take full advantage of Technia's apparel offering as it is transforming the way apparel companies develop and source their products, leading to shorter lead times, better quality, and reduced costs.

In 1998, DOME became the official Japanese licensee of the US-based athletic performance brand Under Armour®. DOME has expanded its sales rapidly through its customer focused approach and innovative distribution strategy, ranking Under Armour as one of the top 10 Japanese sports apparel brands. Under Armour apparel, footwear and accessories are endorsed by numbers of professional Japanese baseball, golf and football players and DOME continues to expand the brand's reach in the Japanese market.

“This is a strategic project to support the continued growth of DOME to meet the increasing challenges in our business with maximum efficiency. We are confident that Technia, with their world-class Apparel PLM experts and proven solutions is the right choice for us.” says Mr. Tomohiro Watanabe, General Manager of Information System Department at DOME.

“DOME is an innovative and fast growing company with high demands. Technia feels honored that DOME has selected our solution and highly talented consultants, together with our trusted partner NS Solution, to meet their challenges moving forward. This truly confirms that Technia's apparel offering is one of the most competitive on the worldwide PLM market” says Jonas Gejer, CEO, Technia AB.

---

### For more information:

Technia  
Mr. Jonas Gejer, CEO  
Tel: +46 733 77 24 14  
E-mail: [jonas.gejer@technia.com](mailto:jonas.gejer@technia.com)

DOME CORPORATION  
Mr. Tomohiro Watanabe, General Manager of Information System Department  
E-mail: [watanabe@domecorp.com](mailto:watanabe@domecorp.com)

---

### About DOME

Please visit [www.domecorp.com](http://www.domecorp.com) for more information

### About Technia

Technia is a world-class supplier of Product Lifecycle Management (PLM) solutions for the creation and management of product information throughout the entire product lifecycle. Technia has about 170 employees and is a part of the Addnode group (listed at the Nasdaq OMX Nordic List, Small Cap). The company is a strategic partner to more than 200 Nordic companies and has offices in Sweden, Finland, Norway and North America. Technia's customer list includes: Haglöfs, Metso Paper, Mölnlycke Health Care, Nokia, Oticon, Scania, Sectra Mamea, Skanska, Sony Ericsson and SSAB. For more information about Technia, please visit [www.technia.com](http://www.technia.com).