



PDF3D.COM Domain Acquisition Consolidates PDF3D Brand

Visual Technology Services has acquired the PDF3D.COM domain from VB2S, enhancing the internet brand for PDF3D suite for 3D PDF technical report generation.

London, UK, September 7, 2009 – Today Visual Technology Services has acquired the PDF3D.COM domain name from Sébastien Chevalier, founder and CTO of VB2S (www.vb2s.com). The PDF3D.COM domain perfectly enhances and extends the internet brand for the PDF3D suite of products for 3D PDF technical publishing, while VB2S continues to enhance innovative 3D real-time applications for the web.

Visual Technology Services plans to transition from www.pdf3d.co.uk to the newly acquired www.pdf3d.com to put the brand consolidation strategy in place. Prior to the acquisition, the company has been operating primarily with www.pdf3d.co.uk, using secondary pages at www.pdf3d.net, www.pdf3d.org, www.pdf3d.eu, www.pdf3d.jp for news, alternative product descriptions and to enhance SEO (search engine optimization). VB2S's products enable interactive 3D through dynamic web browser technology, transcending beyond what is possible in PDF documents.

The PDF3D.COM domain perfectly matches the registered trademark and PDF3D product suite, used by scientists and engineers to publish complex technical models into interactive 3D PDF documents. PDF3D-SDK is supplied as OEM components into other major commercial applications. Such 3D PDF documents are stand-alone, not requiring web access, and allow persistent document archive and publication usage models.

Major search engines already rank the PDF3D® suite highly for 3D PDF solutions, and the company expects this position to further improve after the transition to PDF3D.COM, as part of the corporate SEO strategy. Following a press release in July, a Google® search for "3D PDF" returned 173 million hits, with PDF3D at No. 1 position on the first page, above Adobe®. This result underlines the importance of domain consolidation is a key component of company valuation and IP strategy.

VB2S's products "Décorateur 3D", Subdo (www.subdo.com), Mocath (www.mocath.com) and Potoroze (www.potoroze.com) have now established their own unique positions, innovating in real-time applications for the web and interactive product design. These products are used for interior design, clothing and fashion design and CAD repurposing. Based on rich media, interactive 3D through dynamic web browser technology, VB2S's products transcend and enrich users experience beyond what is possible in PDF documents. See www.vb2s.com and the www.sebastienchevalier.com French language blog site for further details.

PDF3D is an innovative independent 3D technical publishing technology for 3D models viewable in PDF documents, where in a standard technical PDF report users can navigate in 3D revealing hidden detail. Covering a wide range of applications from geology, aerospace, architecture, product packaging, and online sales & marketing, PDF3D makes it practical to distribute interactive 3D documents to everyone with the free Adobe® Reader, enhancing team communication, collaboration, improved distributed decision making and client project reporting.

Contact Details:

PDF3D, Visual Technology Services Ltd.

Tel: +44(0)77 87 51 75 29, Email: [info\(at\)pdf3d.com](mailto:info(at)pdf3d.com), Web: www.pdf3d.com

VB2S, Virtual Business Solutions & Systems

Tel: +32(0)69 25 05 00, Email: [contact\(at\)vb2s.com](mailto:contact(at)vb2s.com), Web : www.vb2s.com