

## Press Release

Stockholm, Sweden, 7 June 2011

### **Hexagon AB commences inaugural international conference and announces new focus**

Hexagon 2011 attracts more than 2 500 attendees from 65 countries

Hexagon AB, leading global provider of integrated design, measurement and visualisation technologies, opened its inaugural international conference, Hexagon 2011, yesterday, bringing together groundbreaking Hexagon technologies and more than 2 500 attendees for four days of informative sessions and networking. Hexagon 2011, held 6-9 June at the Orlando World Center Marriott Resort in Orlando, Florida, USA, unites user communities from Intergraph®, as well as Hexagon's application areas Metrology, Geosystems and Technology.

The conference commenced with a keynote by Hexagon's President and CEO Ola Rollén, who was joined by Intergraph Process, Power & Marine (PP&M) President Gerhard Sallinger, Intergraph Security, Government & Infrastructure (SG&I) President John Graham, Hexagon Metrology President Norbert Hanke and Hexagon Geosystems President Juergen Dold to discuss the vital role Hexagon's technologies play in understanding the global challenges of tomorrow.

"As this conference marks the first time our technologies have been united under one roof, Hexagon 2011 signifies a renewed focus for Hexagon," said Ola Rollén. "Today represents the beginning of a new Hexagon, and we look forward to helping solve the challenges our world is facing through our synergistic, comprehensive technology portfolio."

The new Hexagon brand was also launched during the Hexagon 2011 keynote presentation, with Ola Rollén unveiling the company's refreshed identity, including a new logo. The rebrand follows a very successful year both in terms of new business and product development, and reflects Hexagon's refined vision for the future.

Hexagon 2011 offers more than 400 targeted, breakout sessions and panel discussions, including one moderated by Alexandra Harney, author of "The China Price: The True Cost of Chinese Competitive Advantage." The panel discussion, titled *Navigating Business Opportunities in Emerging Markets*, will focus on the changing pattern of the global economy and how to best support the growth and infrastructure development targets of the emerging nations.

In addition to hands-on sessions, Hexagon 2011 also features previews of the latest technologies, interactive technical demonstrations and workshops, compelling customer testimonials from today's thought leaders, insightful keynote presentations and unlimited networking opportunities, offering more than 30 000 hours of information sharing.

For more information about Hexagon 2011, visit [www.hexagonconference.com](http://www.hexagonconference.com).

For further information, contact Sara Kraft Westrell, Corporate Communications Director, Hexagon AB, +46 8 601 26 23, [sara.westrell@hexagon.com](mailto:sara.westrell@hexagon.com).

*Hexagon is a leading global provider of design, measurement and visualisation technologies. Our customers can design, measure and position objects, and process and present data, to stay one step ahead of a changing world.*

*Hexagon's solutions increase productivity, enhance quality and allow for faster, better operational decisions, saving time, money and resources.*

*Hexagon has over 12 000 employees in more than 40 countries and net sales of about 2 200 MEUR. Our products are used in a broad range of industries including surveying, power and energy, aerospace and defence, safety and security, construction and manufacturing. Learn more at [www.hexagon.com](http://www.hexagon.com).*