

## AMV - Back from Anaheim

SolidWorks World 2010 (January 31 - February 3, 2010 Anaheim Convention Center in Anaheim, California, USA) has concluded and it's time for us to draw a balance. What to say? Such balance is positive, AMV managed to reach its aim in presenting STEELWORKS 2010, which was greatly appreciated by specialists and non-specialists from the SolidWorks Community. This year's conference, which recorded over 5000 attendees, marked a milestone for AMV STEELWORKS as benchtest for the new functionalities 2010 which are going to be further developed as the year unfolds. Our staff is very grateful to all the people who showed their interest in our product and all those who has been supporting us through the years, we are sure they won't be disappointed.

AMV STEELWORKS was showcased at the Partner Pavilion, booth #207, where we received numerous SolidWorks **Resellers** and **Customers** as well as of **international journalists** and **editors** from famous specialised magazines and websites. In the meantime, Mr. Eugenio Aiello, AMV's CEO held several meetings, all with excellent outcomes.

This year, AMV had the great opportunity of presenting AMV STEELWORKS to a selected group of SolidWorks VARs and TTMs as well as to the **SolidWorks Customer Advisory Board** and various groups of end users. Such occasions provided a valuable opportunity for us to show the results of the latest developments and confirm the reliability of the new version, also during the comparison with our competitors. "Our expectations were entirely fulfilled" – said Product Manager Gabriele Meluzzi – "it is now high time the end user got advantage of the new functionalities to push SolidWorks beyond its weldment capabilities and to consistently streamline steel design inside SolidWorks".

During conference days, AMV featured in several technical and promotional sessions aimed at experts interested in getting to know more about AMV STEELWORKS functionalities and potentials, with particular focus on plant design but also at private end users and specialists of various nature.

In that respect, the **post-conference** extensive half-day training session proved particularly effective to respond to VARs' and customers' questions and to fully demonstrate the product's points of strength.

During the event, Mr Aiello and Mr. Meluzzi were excellently assisted by Eng. Enrico Prativiera, responsible for Technical Support and Ms Vera Gon, from the Sales and Marketing department who took care of specific technical and commercial aspects respectively.

AMV S.r.l. Via San Lorenzo, 106 34077 Ronchi dei Legionari (Gorizia) Italy	Phone: +39 0481.779.903 r.a. Fax: +39 0481.777.125 E-mail: <a href="mailto:info@amv.it">info@amv.it</a> Web: <a href="http://www.amv.it">www.amv.it</a>	Cap. Soc. € 10.920,00 i.v. P.Iva: IT00382470318 C.F. e Iscriz. nel Reg. delle Imp. di GO 00382470318 - R.E.A. GO n° 048216
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