



9 June 2009- This year **MTECH** decided to introduce its 2010 collection "Make an Impression" using the digital communication technologies.

Thanks to the video streaming technology the guests, approx. 1500, will comfortably participate in the event from their Internet connection, in Full HD mode.

The streaming allows the users to view the video directly through the Internet, without having to download it on their computers. So, no file download is required: just wait for a few seconds to see the images immediately.

In other words, the images flow in real time during the Internet connection and the guest enjoy the world premiere -9 to 12 June - of the Collection.

Starting last year, the Company had given clear change signals, with the restyling of the brand and the creation of a 2009 Collection where wearableness and ergonomic of the garments had been entirely revisited. Then we saw a reinforcement of the management with new professionals in the R&D, Communication and Sales Divisions.

To introduce the 2010 Collection, **MTECH** wanted to use a completely new format, abandoning all obsolete models. So it turned to the different technologic possibilities available, able to enrich the message with high-quality interactive contents and enabling it to reach the widest audience.

MTECH believes in the importance of these new communication platforms as an original breakthrough and a cross-disciplinary expression and recognizes the high affinity level between the digital world and its own public, continuously up-to-date.

In this way, the Company wanted to "meet its public", avoiding any physical travel in moments where the time is of critical importance.

For this project **MTECH** was helped by two companies that are leaders in the web and multimedia communication: *Weebo Srl* and *Telemar Spa*, based in Padua and Vicenza respectively.

Companies born to offer all-inclusive solutions for advanced projects, both from a creativity and a technologic point of view.

Creativity itself had then been committed to *Claudio Pagan*, a photographer with a long experience, based in Mestre and boasting a portfolio in all sectors of the most trendy fashion and design.

This project is a confirmation that Italian creativity, when technologically supported and interpreted in the right way, has no borders and **MTECH** wanted to deploy all these potentialities.

Press dept. **MTECH Spa**