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## TO WHOM IT MAY CONCERN

The *2000 One Team Conference* held by Autodesk in Nice, France from 27<sup>th</sup> to 30<sup>th</sup> May 2000, brought together software resellers from all over Europe in order to update their knowledge about the latest CAD-software.

HP was the premier sponsor of this event and we employed Mr. Thomas Fraps as our keynote speaker with a 'special twist'.

At the conference opening on Sunday 28th, various speeches were held by the heads of different divisions of Autodesk. During the HP sponsored 15 minute 'commercial break' Thomas Fraps delivered a custom-made presentation to the 800+ attendees of the conference.

He succeeded superbly in his mission of entertaining the audience and making them think positively about HP. The various brainstorming sessions and meetings during which Mr. Fraps and HP developed and fine-tuned the presentation obviously paid off.

The audience was completely caught off-guard by the concept of a serious talk suddenly turning into an entertaining presentation of the products and goals of HP. He incorporated his magic and acting skills in a subtle and persuasive way, leaving the audience talking about HP's presentation for the rest of the day.

The additional bonus that Mr. Fraps entertained our visitors with lively close-up magic at the booth, perfectly rounded off his efforts for HP.

We were thoroughly satisfied with the whole project and it was worth taking this rather unusual approach of putting a 'disguised magician' in front of hundreds of potential clients. The final result exceeded our expectations.

We have no hesitation in recommending the services of Mr. Fraps for any technical, engineering or business event or presentation, especially those requiring that "little bit of magic".

Yours faithfully,



Greg Arnó.  
European MDA Market Development Manager