

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of report (Date of the earliest event reported) October 29, 2004

Commission File Number 0-23081

FARO TECHNOLOGIES, INC.
(Exact Name of Registrant as Specified in Its Charter)

Florida

59-3157093

(State or Other Jurisdiction
of Incorporation)

(IRS Employer
Identification No.)

125 TECHNOLOGY PARK, LAKE MARY, FLORIDA
(Address of Principal Executive Offices)

32746
(Zip Code)

(407) 333-9911

(Registrant's Telephone Number, Including Area Code)

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to
simultaneously satisfy the filing obligation of the registrant under any of the
following provisions:

- Written communications pursuant to Rule 425 under the Securities Act
(17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act
(17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange
Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange
Act (17 CFR 240.13e-4(c))

Item 5.02. Departure of Directors or Principal Officers; Election of Directors;
Appointment of Principal Officers

Item 7.01. Regulation FD Disclosure

The following information is being furnished under Item 5.02 and Item 7.01
of Form 8-K: Press release by FARO Technologies, Inc., Subject: FARO Adds
President/COO to Executive Team. A copy of this press release is attached as
Exhibit 99.1 to this Form 8-K.

Signature

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunder duly authorized.

FARO TECHNOLOGIES, INC.

By: /s/ Gregory A. Fraser

Gregory A. Fraser
Executive Vice President,
Secretary, and Treasurer

Date: October 29, 2004

EXHIBIT INDEX

Exhibit Number

Description

99.1

Press Release, dated October 28, 2004

FARO Adds President/COO to Executive Team@<

LAKE MARY, Fla., Oct. 28 /PRNewswire-FirstCall/ -- FARO Technologies, Inc. (Nasdaq: FARO) today announced the appointment of Jay Freeland as President and Chief Operating Officer, effective November 15, 2004. Mr. Freeland is a 12-year veteran of the General Electric Company.

"Jay Freeland is a proven executive who brings a wealth of experience and energy to help us meet the needs of our growing enterprise," said Simon Raab, Chairman and CEO. "Jay has demonstrated successful leadership in several of GE's diverse businesses. He has been president and chief operating officer of GE Harris Energy Control Systems, a \$200 million, 700-person software development and hardware manufacturing division of GE, and his background in international business, acquisitions and business development is ideally suited to our needs. Our aggressive growth plans require us to expand our upper management team, and we are delighted to have Jay join the FARO family."

"I am pleased to join FARO at this exciting time in the Company's history," Mr. Freeland said. "The combination of FARO's cutting-edge technology, global reach and world-class team has us positioned well for continued growth. I believe that I bring a balance of leadership experience and cultural fit that will help us achieve our long-term strategic goals."

Mr. Freeland began his career in GE's Financial Management Program, spent four years on their Corporate Audit Staff and served in financial, business development, sales, and management roles of increasing responsibility.

About FARO

FARO Technologies, Inc. (Nasdaq: FARO) and its international subsidiaries design, develop, and market software and portable, computerized measurement devices. The Company's products allow manufacturers to perform 3-D inspections of parts and assemblies on the shop floor. This helps eliminate manufacturing errors, and thereby increases productivity and profitability for a variety of industries in FARO's worldwide customer base. Principal products include the FARO Laser ScanArm; FARO Gage and Gage-PLUS; Platinum, Titanium and Advantage FaroArms; the FARO Laser Tracker X and Si; and the CAM2 family of advanced CAD-based measurement and reporting software. FARO Technologies is ISO 9001 certified and ISO-17025 laboratory registered. Learn more at <http://www.faro.com>.

SOURCE FARO Technologies, Inc.

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/CONTACT: Greg Fraser, Executive Vice President & CFO, FARO Technologies, Inc., +1-407-333-9911; or Vic Allgeier, The TTC Group, +1-212-227-0997, for FARO Technologies, Inc./

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(FARO)

CO: FARO Technologies, Inc.

ST: Florida

IN: AUT MAC STW CPR

SU: PER