

after-mouse.com
Worldwide leader in touch screen applications



Press Kit 2011



Press Contact : Jessica Castelli

545 5th Avenue, 12th Floor - New York, NY 10036

Tel EU : +33 (0)1.76.74.76.00 - Tel USA : +1 (464) 350-3607

jessica.castelli@after-mouse.com

Table of contents

I)	The company	3
a.	Who are we?.....	3
b.	AFTER-MOUSE.COM worldwide	3
II)	Our products and services	4
a.	Our development platforms	4
i.	Microsoft® Surface® 1.0 et 2.0	5
ii.	Windows 7	6
iii.	ASUS Xtion PRO	6
b.	Our developments.....	7
III)	A few references	7
a.	Real estate – FNAIM	7
b.	Retail : INTERNITY, VODAFONE, FNAC	9
c.	Property development : NEW IM, BOUYGUES, VINCI	10
d.	Hospitality and catering – ATLANTIS	11
e.	Hospitality and catering - ACCOR HOSPITALITY – SOFITEL	13

I) The company

a. Who are we?

A leader in developing customized touch screen applications, AFTER-MOUSE.COM was founded in January 2009 by Nicolas Chaillan. AFTER-MOUSE.COM also uses motion recognition technology to offer new experiences to its customers. Its expertise is applicable to all business sectors, offering solutions for all tactile supports (tactile tables, tactile screens, tactile walls, etc.) or non-tactile supports (screens, video projectors, etc.).

100% dedicated to the development of touch screen applications for Windows 7, Microsoft® Surface® and to motion recognition with ASUS Xtion PRO, AFTER-MOUSE.COM offers today almost 60 **applications** for a wide range of sectors (real estate and property development, the retail industry, hospitality and catering, tourism, banking and insurance, medical services, events, education, and many more).

AFTER-MOUSE.COM is made up of 25 of the best international experts in development, 2-D/3-D design, ergonomics, application security and communication.

As an official partner of Microsoft® (BizSpark, idEES and Microsoft® Surface® Strategic Partner) AFTER-MOUSE.COM has internationally-recognized expertise. Supported by a significant budget, its Research & Development department allows it to maintain its excellence, always providing it with the most advanced technologies and giving it unequalled know-how. That is how AFTER-MOUSE.COM got Microsoft® Surface® certified in July 2010. Only 5 companies in the world benefit from this certification which is a guarantee of quality.

b. AFTER-MOUSE.COM worldwide

The company has a global, strategic presence with 13 offices distributed across 10 countries.



Each office enables you to discover the touch screen and motion recognition tools which **AFTER-MOUSE.COM** has on offer. Following Lyon (France), a second showroom has just opened its doors on New York City's famous 5th Avenue, at 546 Fifth Avenue, 12th Floor, New York, NY 10036.

II) Our products and services

a. Our development platforms

A specialist in Microsoft® technologies - Microsoft® Surface® and Windows 7, AFTER-MOUSE.COM is one of the first companies to offer the development of **multi-platform applications**: a unique application which can be deployed on touch screen tables, screens, laptops, tablet PCs, walls, ASUS Xtion PRO, Windows® Phone 7 mobile telephones and even over the internet, thanks to Silverlight touch screen functionality!

This flexibility enables users to acquire a single, unique application which can be used on different platforms according to their requirements: sales executives can be provided with tablet PCs, Windows Phone 7 or even touch screen laptops. On company premises, these applications can for example be used on touch screen tables or different-format screens. At a trade fair or any other event, a touch screen wall and motion recognition technologies are formidable tools for presenting the entire range of products and services of a brand. **AFTER-MOUSE.COM** develops an application and the user can then transfer this to the platform of their choice – there is no limit to the possible configurations!



i. **Microsoft® Surface® 1.0 et 2.0**

Microsoft® Surface® 1.0 offers a new relationship between humans and technology. It plays out intuitively via people's natural movements. Tangibly, Microsoft® Surface® is a unit for directly manipulating digital content using a touch screen interface. The 360° interface allows several users to simultaneously interact with the unit. This creates a new type of experience, which is particularly innovative.



Microsoft® Surface® 1.0

True to its "multi-touch" and "multi-user" principles, **Microsoft® Surface® 2.0** allows the direct manipulation of digital content by means of touch, and the 360° interface enables several users to interact simultaneously. Object recognition is also a key feature of Microsoft® Surface®.

The main change introduced by this latest version is the use of Windows 7 as its operating system, thereby making it compatible with all of the hardware running on the very same OS.

Furthermore, Microsoft® Surface® now offers dual positioning: horizontal positioning as before, but also vertical thanks to being only 4 inches thick and the accelerometers mounted into its corners. These new technical features enable cutting-edge professional applications: a powerful CPU and graphics card, a full HD 40" screen, up to 8 GB RAM, etc. The unit's physical appearance has also been improved: thanks to its light weight and detachable legs, the unit is now easy to transport.



Samsung SUR40 pour Microsoft® Surface®

ii. Windows 7

As the latest offering in the Microsoft story, **Windows 7** has taken over from Vista in the long line of Microsoft operating systems. Launched in 2009, Windows 7 brings improvements in execution and ergonomics, and in particular creates a revolution in the computing world by its compatibility with tactile devices such as screens. Windows 7 brings a new solution to human-machine interface.



iii. ASUS Xtion PRO

AFTER-MOUSE.COM offers a new form of interaction with ASUS Xtion PRO on Windows 7. Today, all of the touch screen applications developed by **AFTER-MOUSE.COM** are compatible with ASUS Xtion PRO, enabling “touch simulation”! No more need to touch the medium – a simple movement of your body is enough to interact, in a natural way.

Thanks to this new technology, no touch screen is necessary: you can interact remotely with any kind of screen, for example, all with one simple movement. This new natural and intuitive technology opens up unlimited opportunities! This can be used on any platform, enabling a drastic reduction in costs, as only a traditional platform (screen, video-projector, etc.), a computer with Windows 7 and ASUS Xtion PRO installed are necessary. AFTER-MOUSE.COM also develops bespoke, customer-specific applications for ASUS Xtion PRO.



b. Our developments

AFTER-MOUSE.COM develops magical, intuitive, stylish yet functional applications. We offer bespoke developments as well as packaged applications according to the needs of our customers. **AFTER-MOUSE.COM** is the only provider of innovative applications to offer a **single license** regardless of the number of platforms which are deployed.

Our applications are adaptable to all areas of industry: real estate, retail, hospitality and catering, events, medical services, education, and many more!

These provide user companies with numerous benefits: high quality services, higher-impact presentations, a faithful clientele, a cutting-edge image, rapid return on investment, a differentiating service, an increase in sales, or even all-important visibility during an event.

Choose AFTER-MOUSE.COM and benefit from the expertise and know-how of a global leader offering a complete range of almost 60 applications developed to date. Our company works in close collaboration with our customers in order to understand their needs as well as to flesh out their ideas. Possibilities offered by touch screen and motion recognition technologies are infinite: AFTER-MOUSE.COM turns your desires into reality!

III) A few references

a. Real estate – FNAIM

Acclaimed by FNAIM, Immo'Touch is the benchmark touch screen application for the real estate sector.

In an era where real estate agents are increasingly being abandoned in favor of the internet, Immo'Touch, a multi-touch, multi-user application for Microsoft® Surface® enables this trend to be reversed and bring the customer back to the agency. All thanks to a unique service where the customer is given simple, comprehensible access to the information, and where they can participate in a fun manner and interact with the simple touch of a finger. User agencies can thus differentiate themselves and win market shares. These new functionalities enable the commercial relationship to transform into a friendlier, more human interactive relationship.

The functionalities of the application:

Property search with a detailed engine

With an interactive search engine, the estate agent records the customer's criteria (town, type of property, price, area etc.) and the selection appears instantly. This selection is presented in the form of detailed property information sheets, with descriptions, photos and geolocation of the property.

The customer selection: the shopping basket and the recycle bin

In order to enable the customer to better fine-tune their selection, the application provides them with a shipping basket as well as a recycle bin so that they can either save or delete the properties. Customers can also transfer the detailed files and photographs to their mobile phone by using Bluetooth technology, or onto a USB stick to save their research.

The geolocation of properties in 2-D and 3-D

With the geolocation function, customers can visualize the property's surroundings.

Object recognition

This application uses all the possibilities offered by Microsoft® Surface® such as object recognition. To launch the software, the estate agent is equipped with an administrator's card which is immediately detected by the unit. In addition, to save his search, the customer can transfer detailed information sheets and photos onto his mobile phone via Bluetooth technology, or onto a USB flash drive.

Creation of a client email alert

Customers can also create their own email alerts directly on the unit by saving their search criteria.



b. Retail : INTERNITY, VODAFONE, FNAC

A real sales enabler, this dedicated application transforms the commercial relationship, enabling customers to become involved in the sale process. Thanks to this application, user companies strengthen the loyalty of their existing customer base as well as the recruitment of new customers. They base their brand image on an innovative trend and are able to rapidly grow their turnover.

The functionalities of the application:

The interactive product catalogue

The interactive catalogue enables customers to discover all of the products in a range by mean of photographs, videos, etc. They can then select an item in order to view its detailed file.

The detailed product files

Each of the products available for sale can be reviewed by displaying its own file. Photographs, 3-D models, technical specifications, videos and associated products are displayed in a fun, magical manner.

Product comparison

AFTER-MOUSE.COM has developed the first product comparison for Microsoft® Surface®, which can compare up to five different products at the same time. An unrivalled in-store service.

Category cubes and objects recognition

If a client wants to access to a specific product category, he places the associated key – represented by a cube – onto the touch screen unit. Each cube has a tag that allows it to be detected. In the next step, once cubes have been automatically recognized, a carousel presenting the different product information sheets opens around it. The customer can then extract the product information sheet and study it at leisure.

Customer loyalty card

Customer cards can be distributed to help develop the customers' loyalty. They will be able to choose products on the Microsoft® Surface® unit, and virtually slide them into the card before checking out. Their selection will be automatically saved in the company's database.

Geolocation of retail outlets

This application allows for the geolocation of retail outlets with their corresponding descriptions (opening hours, address, telephone etc.), for even more visibility.

Navigation on the brand's website

Customers can also browse the brand's website or even display a photo of their chosen product on Facebook.



c. Property development : NEW IM, BOUYGUES, VINCI

The application allows property promoters to provide high-impact presentations of their projects in 3-D, even before the buildings have emerged from the ground! Investors and customers can thus see their future acquisition in detail: ground plans, animations, 3-D models of interiors and exteriors, photographs: all of this information is available at the simple touch of a finger!

The functionalities of the application :

3-D modeling of buildings, both internally and externally

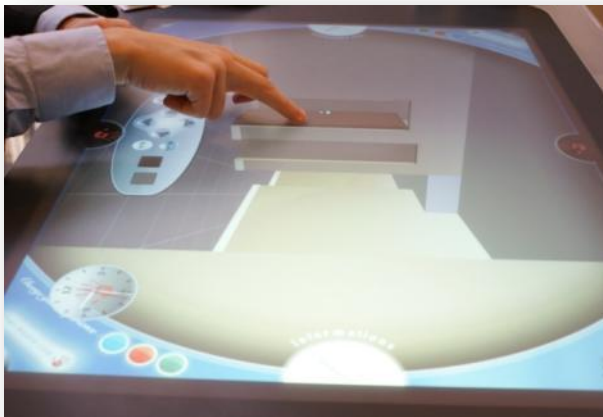
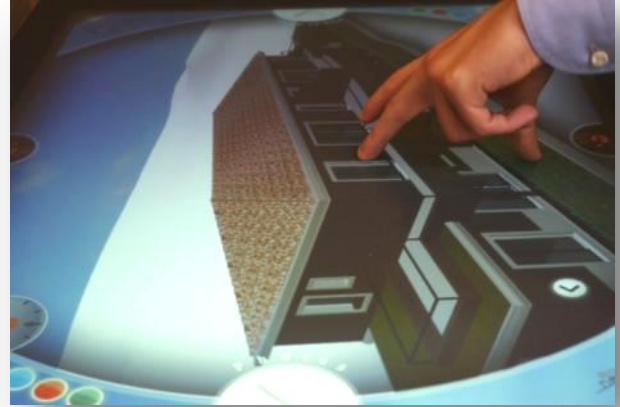
With this functionality, customers can view buildings in 3-D, and walk around them as if they were there. They can also view the site plans, go into the apartment of their choice furnished in 3-D, take a virtual visit in 3-D, and also change the texture of floors and walls with the touch of a finger. All external views are embedded in these models, allowing customers to appreciate the real panoramas from their windows and balconies.

Documents, photos and 3-D animations

For more information, customers can access virtual information with brochures, detailed product sheets, photos, and also videos presenting the buildings with 3-D animation.

Geolocation of the property development project

This application allows the geolocation of the property development project to visualize its geographic location, together with all the access routes and surrounding points of interest.



d. Hospitality and catering – ATLANTIS

AFTER-MOUSE.COM has specifically created a range of applications for Atlantis, a stunning resort complex in the Bahamas, for the launch of their new teen club concept: *Crush*. These are used on Microsoft® Surface® devices as well as on computers running Windows 7.

Photo Edition :

The « Photo Edition » application enables users to view pictures transferred directly on the Microsoft® Surface® unit from an USB key, a digital camera or a SD card. Pictures can then be personalized and sent to a Facebook account or by email, with the simple touch of a finger.

Gaming :

With « Gaming », several users can discover simultaneously the products sheets of the various video games available in the hotel.

Casino:

This multi-touch, multi-user application allows up to six players to participate simultaneously. Like in a real casino, the players can place their bets, spin the wheel, and rake in the winnings or pay out their losses as the game proceeds.

Crush'Browser:

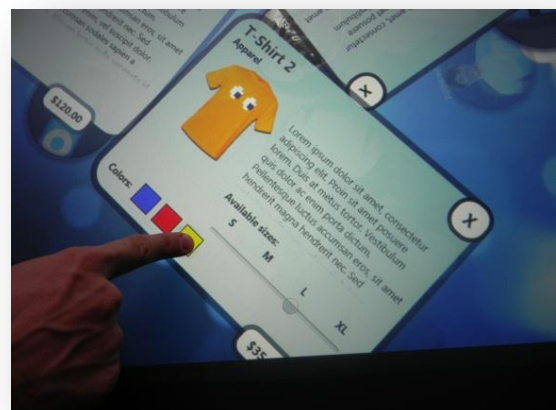
With Crush'Browser, teenagers can surf the internet on pre-determined sites.

Crush'Retail :

This application enables customers to discover and buy products from the hotel's brand. A homepage gives them access to the complete product range. Users can access detailed product sheets and select a size, color etc.

Crush'Café:

The Crush Café application enables the user to create his very own drink recipe, by mixing the ingredients of his choice to his own taste. Once the order has been placed, the customer can settle the bill over the unit or computer, by simply swiping the magnetic room key over the reader provided for this purpose. In the same way, the user can order a meal based on a menu selection.

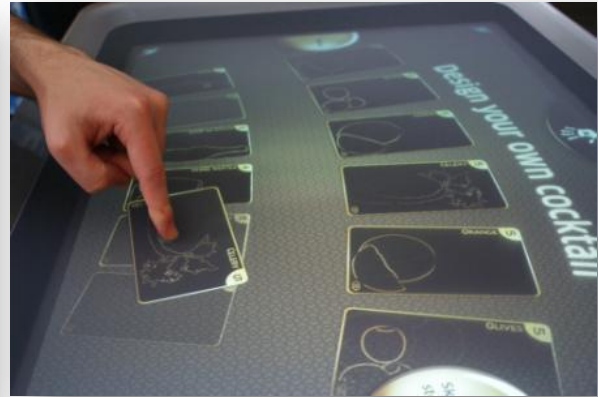


e. Hospitality and catering - ACCOR HOSPITALITY – SOFITEL

AFTER-MOUSE.COM has developed two exceptional touch screen applications for the ACCOR Group: Sofitel Cocktails and Sofitel Maps. These two developments are used in Sofitel hotels around the world.

👉 Sofitel Cocktails :

Sofitel Cocktails lets hotel guests choose their cocktails and select the ingredients directly on the unit. First alcohol, second alcohol, soft drinks, condiments, glass: the customer selects the ingredients of his choice. Before validation, cocktails that are similar to his selection are suggested. The client can validate his choice or opt for one of the suggested cocktails.



👉 Sofitel Maps :

Sofitel Maps is an application that lets Sofitel hotel guests discover all the chain's hotels in the world with details on their location and practical information.

Clients can visualize rooms, see the services available in the hotel and their geographic location with the geolocation of the hotel.

