

**AFTER-MOUSE.COM reinvents the real estate sales tools:  
a colossal success story !**

*AFTER-MOUSE.COM helps Bouygues Immobilier walk its first steps in the tactile world for the launch of its major fortdissy.com project (several hundreds of houses in Issy-les-Moulineaux). Bouygues Immobilier definitely bet on the new technologies. A winning bet indeed, thanks to, among others things, the installation of two Microsoft ® Surfaces ® in the showroom.*

**Paris, July 8, 2010: AFTER-MOUSE.COM announces the success of a new custom made application developed for Bouygues Immobilier, current leader of the real-estate development market in France.**

European leader in development of customized tactile applications, and first worldwide company fully dedicated to this sector with 13 offices in 10 countries, AFTER-MOUSE.COM collects today the rewards of its success. On last May 28th, 29th and 30th on the occasion of the commercial launch of Bouygues Immobilier new Eco-Friendly-district fortdissy.com, its new tactile application got a real success, and contributed to an over the weekend sale of 90 % of the apartments. This more than positive return lets foresee the huge potential of the tactile technologies for the real-estate development market and more generally for the whole retail sector.

*"Our applications reinvent the sale relationship, and make it much friendlier and concrete by leveraging Microsoft® Surface®. Today customers wish to come back to high quality services offered within a close, face-to-face relationship. We are right on! That's why our tactile applications represent such a fundamental and differentiating marketing tool at the moment."* declares Nicolas Chaillan, CEO of AFTER-MOUSE.COM.

This "multi-user" application enable Bouygues Immobilier project discovery from an overall presentation to the details of each apartment through an intuitive experience browsing over 2D/3D illustrations, floor plans, photos of the environment, and interactive brochures. More importantly, the lots still for sale are highlighted thanks to real time remote updates.

*"Our dream has become reality! Thanks to AFTER-MOUSE.COM, we have created a new sales approach based on an innovative and future oriented tool, and reinforce our focus on customer satisfaction "*underlines Anthony LE HERON, Regional Sales manager IDF West and Paris of Bouygues Immobilier.

*More information on AFTER-MOUSE.COM / [www.after-mouse.com](http://www.after-mouse.com)*

Leader in development of customized tactile applications, AFTER-MOUSE.COM was created in January 2009 by Nicolas Chaillan. Its expertise encompasses a large variety of market segments (real estate, retail, hospitality, financial services...) and multiple touch screen platforms (touch-screen personal computers, tactile tables, tactile walls...).

AFTER-MOUSE.COM's development team is built of the best international experts in software development, 2D/3D design, ergonomics, security and communication.

Official partner of Microsoft (BizSpark, idEES and Microsoft Surface <sup>™</sup> Strategic Partner) AFTER-MOUSE.COM spans three continents and ten countries. Significant investments in R&D and training have been guaranteeing an unparalleled knowledge on the most recent equipments and technologies, as well as excellence in execution.

AFTER-MOUSE.COM has offices all across Europe (France, Germany, Italy, Netherlands, Spain, Switzerland, United Kingdom), and also in the United States (Chicago, New York, Los Angeles), Canada and Dubai.