

December 3rd 2010

AFTER-MOUSE.COM opens its 3rd showroom: New York City

New York City, December 3rd 2010: Today, AFTER-MOUSE.COM announces the inauguration of its New York showroom for January 12th 2011.

World leader in the development of customized tactile applications and one of the few companies in the world to be certified on Microsoft® Surface®, AFTER-MOUSE.COM already has 2 showrooms in France, in Paris and Lyon. Following its massive international expansion last summer, with the opening of 13 offices in 10 countries in North America, Europe and the United Arab Emirates, AFTER-MOUSE.COM has chosen the USA to open its third showroom.

On January 12th 2011, 410 m² (4413 sq ft) of office space in the heart of New York City will be officially inaugurated. Ideally situated on the prestigious Fifth Avenue, # 546, this new showroom will be the reflection of the brand image conveyed by AFTER-MOUSE.COM: modern and dynamic.

“New York is an amazing city, at the junction of numerous cultures, an economic and decision center at the leading-edge of technology. It is therefore natural to open our first US showroom in the heart of this magnificent city. Especially as it is where I discovered the Microsoft® Surface® and where the idea of AFTER-MOUSE.COM was born.” summarizes Nicolas CHAILLAN, CEO of AFTER-MOUSE.COM. It represents a strategic decision at the level of the ambitions and strength of the company.

Each showroom invites you to discover an unforgettable tactile experience. All the applications developed by AFTER-MOUSE.COM can be tested on different supports: Microsoft® Surface®, All-in-one, laptop computers, net books, tactile walls, screens and tablets.

More information about AFTER-MOUSE.COM

Created in 2009, AFTER-MOUSE.COM is the world leader in the development of customized tactile “multi-touch” and “multi-user” applications for all supports (screens, tables such as Microsoft® Surface®, tactile tablets or walls). Directed by Nicolas CHAILLAN, AFTER-MOUSE.COM is the official partner for Microsoft (BizSpark, IdEES, Microsoft® Surface® Strategic Partner). The company is one of the few in the world to be certified on Microsoft® Surface®. For more information see <http://www.after-mouse.com/>

Note to editors: AFTER-MOUSE and AFTER-MOUSE.COM are registered trademarks. All other brands are the property of their respective owners.