

Paris, July the 8th 2010

AFTER-MOUSE.COM reinvents the real estate sales tools: a immense success story.

AFTER-MOUSE.COM helps Bouygues Immobilier take its first steps into the tactile world at the launch of its major fortdissy.com project (several hundreds of houses in Issy-les-Moulineaux). Bouygues Immobilier definitely bets 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, currently leader of the real-estate development market in France.

European leader in development of customized tactile applications, and first global 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 during the commercial launch of Bouygues Immobilier new Eco-Friendly-district fortdissy.com, its new tactile application became a real success, as it contributed to sale of 90 % of the apartments during the weekend only. This more than positive return shows 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 sales relationship, by showing reality in a very multi-user friendly way 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 enables Bouygues Immobilier to let prospect discover the project 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 reinforces 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

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 [™] 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.