

Media Release

November 11, 2010

Autech Visualiser Tool Wins HIA Industry Marketing Award

AUTECH IS PLEASED TO ANNOUNCE that their client Metricon Homes has won the prestigious Marketing award at the 2010 HIA Victorian Housing and Kitchen & Bathroom Awards. The award was given for Metricon's innovative new StudioM.com.au website and the implementation of the industry's first Home Visualisation Software – Envisage.

Envisage was developed for Metricon by Autech and released in August 2009. This innovative software allows Metricon customers to visualise how their new home will look – inside and out – before the foundations are even laid.

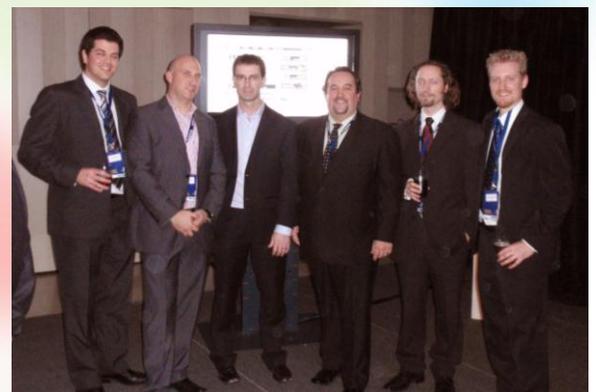
By visiting the Studio M website (www.studiom.com.au), customers can see how their new home can look with bricks, render, feature stone or cladding on their external walls, and how tiles or COLORBOND® steel will look on their home.

Inside you can view an infinite combination of carpets, timber flooring and tiles on the floor, over 2,000 paint colours on the wall, and the full range of Laminex and Caesar Stone on your kitchen benchtops – the options are endless.

Metricon's General Manager of Marketing – Yvonne Abood, said to be acknowledged by the industry with this award was a thrill and a credit to the Metricon team.

"The Marketing award is a fitting testament to our history of innovation. Right throughout our business, the challenge to innovate and improve is at the forefront of our minds and our business activity. Nowhere is this more true than in our marketing and the launch of the innovative studio.com.au, the ultimate resource for home

studio M envisage >



Andrew Roberts (Autech), Darren Mehl & James Cotter (Metricon) Darren Alexander, Louis Solomon & Mathew Bradford (Autech) at the Studio M & Envisage launch in July, 2009.

Media Release

November 11, 2010

& interior decorating ideas, with how-to videos, articles, advice and more.

Not only were our customers after tips and advice on the best products and upcoming trends in design, but they also wanted the opportunity to “visualise” what their new home could look like before they locked it in at their colour and material selection appointment. Studiom.com.au is a portal for our designers to connect with the public regarding new products, styling and design tips; but it is also an opportunity for customers to lend their own hand to interior decorating and design using the Envisage customisation tool,” Yvonne concluded.

Since its launch, Envisage has been used by over 250,000 unique users who have made over 3 million product selections within the tool; with these numbers still growing at a rate of more than 30% per month.

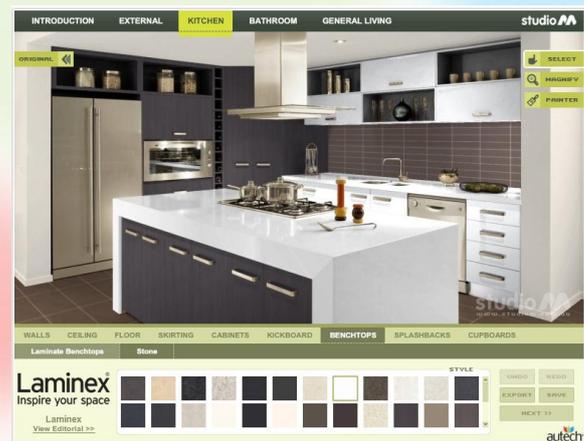
And the benefit is not just limited to new home buyers.

“Envisage is not only fantastic for Metricon’s customers but also great for Metricon’s sales team. An exciting feature of the Envisage program is that it is integrated Metricon’s own internal customer databases so all customer selections are saved to their existing account and can be pulled up and reviewed by Metricon staff. Metricon can also edit the tool and the products available to customers via a backend Admin System” says Andrew Roberts, Autech’s Marketing & Export Manager.

Program Links:

Studio M website: www.studiom.com.au

Metricon Envisage Tool: www.studiom.com.au/envisage



Media Release

November 11, 2010

ABOUT AUTECH

Autech is the world's leading e-colour solutions provider, specialising in interactive rich media applications that allow consumers to visualise colours and products prior to making a purchase. The company now also specialise in the development of websites and content management systems, as well as interactive smart phone applications for iPhone, iPad and Android.

Established in 1993, the company exports its products and services to over 50 clients in 24 different countries and has released its software in 12 different languages. Autech is Tasmania's most awarded ICT company and in 2007 was named the Most Innovative Company in Australia at the inaugural G'DAY USA Innovation Shootout in New York.

Learn more about Autech at our website: www.autech.com.au



ABOUT METRICON

Metricon Homes was established in 1976 and has since become Australia's 3rd largest home builder, with over 35 display centres throughout Victoria, Queensland and New South Wales. This year, the company is expected to build in excess of 3,300 homes across Australia.



Learn more about Metricon at their website: www.metricon.com.au

For more information, please contact:

Andrew Roberts
National Marketing & Export Manager
Autech Software & Design

Phone: +61 3 6334 2464
Email: andrew@autech.com.au