

# Media Release

September 5, 2009

For Immediate Release

## Autech Delivers World First for Global Top 10 Paint Company

**TASMANIA'S MOST DECORATED ICT COMPANY** Autech Software & Design has celebrated the launch the world's first fully online colour visualisation software – allowing customers to view photos of their own home in any number of colour schemes without the need to download any software to their computer.

Developed over the course of 12 months for Norwegian paint manufacturer Jotun, the **ColourAdvisor** was released to the world at a large event attended by Jotun staff, customers and media in Sandefjord, Norway.

By logging on to Autech's *ColourAdvisor*, Jotun customers can see how their home can look in an infinite combination of Jotun colours from any of Jotun's regionalised paint colour palettes around the world.

<http://colouradvisor.jotun.com/countrys/no>

At present, there are 16 different country versions of the *ColourAdvisor* available to Jotun customers, with another 4 countries to go live before the end of the year. It is planned that over 50 countries will be using the *ColourAdvisor* by 2011.

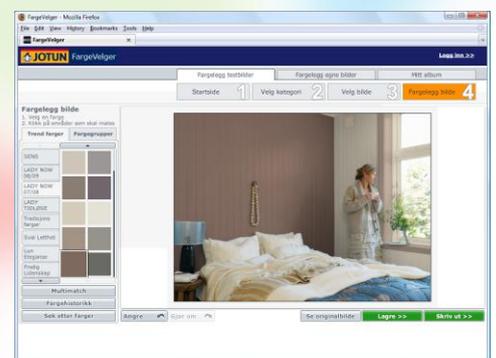
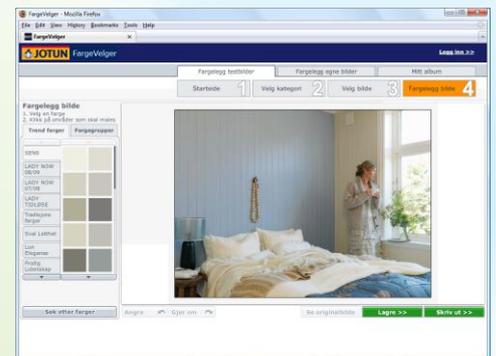
Autech was chosen to develop this cutting-edge technology ahead of three key competitors from the US and UK.

This, the first stage of development saw 2 new full-time positions within the company.

Autech's CEO Darren Alexander has just arrived back from Norway where a contract extension has been signed to begin development on Stage 2 of the project.

"I'm really excited. This projects a world first. 10 years ago we developed the world's first colour visualisation software on CD – and now we have created the first fully online visualiser" said Mr Alexander

"It's not only a fantastic tool for Jotun's customers but also great for Jotun's IT team. The *ColourAdvisor* program is integrated with a backend Administration Tool that allows Jotun staff to add new



**The Jotun ColourAdvisor is the world's first fully online color visualization software.**

# Media Release

September 5, 2009

images, colours and palettes to the software instantly. They can even create new country versions in an instant and add new language translations” added Andrew Roberts, Autech’s Marketing & Export Manager.

After its launch in April 2009, the *ColourAdvisor* software has already received over 4.5 million hits from users around the globe, with tens of thousands of registered members. These numbers are growing at an average of 30% per month. The software is already available in 16 countries and has been translated using the Admin Tool into 13 different languages by Jotun staff. It is planned that Jotun will have 50 country versions and 20 different languages live by 2011.

Jotun’s management team has been thrilled with the end product, with print and online media campaigns implemented in all the launch countries promoting Autech’s software as the “best in the world” not only in terms of usability but also color accuracy.



**Dai Tran and Gitte Andresen of Jotun Dekorativ in Norway, Barbara Logan of Jotun Paints in Dubai, and Autech CEO Darren Alexander.**

## 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. 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](http://www.autech.com.au)

## ABOUT JOTUN

Founded in Norway in 1926, Jotun is one of the 10 largest paint companies in the world. The company’s turnover exceeds USD \$1.25 billion per year and is growing at a rate of 10% per annum. Employing some 5,300 employees, Jotun has 40 manufacturing facilities across five continents and sell their paint in 80 different countries. You can learn about Jotun from their website: [www.jotun.com](http://www.jotun.com)

**For more information, please contact:**

**Andrew Roberts**  
National Marketing & Export Manager

**Phone:** +61 3 6334 2464  
**Email:** [andrew@autech.com.au](mailto:andrew@autech.com.au)