

# Media Release

September 10, 2009

## Autech Releases e-Learning Software for L'Oréal USA

**AUSTRALIA'S MOST INNOVATIVE COMPANY** Autech Software & Design is pleased to announce the launch of their first online learning portal for global cosmetic icon L'Oréal. Developed in conjunction with the Color Association of the United States (CAUS) – the world's leading colour authority, this interactive e-learning application is now utilised in L'Oréal's training centres across the US to help educate trainee makeup technicians on color and its effects on different skin tones and how different colours can compliment a client's hair and eye colours. Trainees are then tested upon the completion of each of the online courses to determine their aptitude. The results of this test are electronically collated and submitted to the L'Oréal teaching staff.

The CAUS first contacted Autech after Autech was named Australian's Most Innovative Company at the 2007 G'DAY USA Innovation Shootout. The CAUS wanted Autech to digitally archive their colour forecasts which go all the way back to the Associations foundation in 1915. The CAUS provide these forecasts to over 10,000 member companies which include such fashion giants as Nike, Adidas, Ralph Lauren, Gucci and L'Oréal.

Earlier this year, Autech created the first digital edition of the American Colour Standards that will soon be sold by the CAUS to its 10,000-strong membership base. As a result of the successful completion of the American Color Standards application, L'Oréal indicated the need for an online education facility for their trainee makeup technicians.

"This is a very exciting period for Autech. Just this year we have released the world's first online color visualiser, Australia's first online home building product selector – and now we have launched our first e-learning portal for the world's #1 cosmetic company L'Oréal" said Autech's CEO Darren Alexander.

"It is a testament to Autech's innovative and dedicated R&D team to continually push the envelope of technology to constantly deliver such world leading products for the globes biggest brands"

L'Oréal's management team has been thrilled with the end product, and as such have announced plans to roll the e-learning centre out to all 58 L'Oréal training facilities around the globe.



# Media Release

September 10, 2009

## 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 L'ORÉAL

---

Founded in Paris in 1909, L'Oréal is today the world's leading cosmetic company, generating sales in excess of €50m and employing 68,000 staff across 58 countries. The L'Oréal Group consists of 23 global brands that are sold in over 130 countries around the world. These brands span five key product groups: makeup, skin care, hair care, hair color and fragrances, and include iconic names such as L'Oréal Paris, Maybelline, Garnier, Giorgio Armani, Lancôme, Ralph Lauren, Stella McCartney and the Body Shop. You can learn about L'Oréal from their website: [www.loreal.com](http://www.loreal.com)

## ABOUT CAUS

---

Since 1915, the Color Association of the United States has been forecasting, researching, and archiving color for its members. By Presidential Decree, the CAUS is the official keeper of the American Color Standards, including the colours of the American Flag, and US Military uniforms. Today, the Color Association continues to play an integral role helping and consulting with industry professionals who look to leverage color in products, brands and environments. . Learn more about the CAUS at their website: [www.colorassociation.com](http://www.colorassociation.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)