

Media Release

November 13, 2009

Autech Delivers Success for Customers

AUSTRALIA'S MOST INNOVATIVE COMPANY Autech has been recognised for its continual delivery of world-leading software solutions dedication to its customers, receiving the inaugural HP '**Customer Success**' achievement award at the 2009 TAS ICT Industry Awards on Friday November 6, 2009.

The awards were fiercely competitive with over 10 finalists entered. The Tasmanian ICT Industry Awards recognise and honor the most outstanding achievements of Tasmanian ICT businesses in 2009. The awards were held at the Tattersall's Park Function Centre at Elwick and were attended by over 320 guests from around Tasmania and Australia.

Autech was recognised in particular for the delivery of the world's first fully online colour visualisation software for global paint giant Jotun Paints from Norway. Jotun selected Autech as the developer for this revolutionary project after a 12 month selection process that included some of the world's leading software companies.

Since its launch in April 2009, the Jotun *ColourAdvisor* has revolutionised the painting industry around the world. Available in 20 countries and in thousands of Jotun paint stores around the globe, this world-leading application allows Jotun's customers to see photos of their own homes decorated in any of Jotun's 1950 colours, all done over the internet without the need to download or install any software to the user's computer.

Jotun has full control over the content of their colour selector and can and create and edit a wide range of features including countries, example images, translatable language text, colour palettes and individual colours. Fully customisable and editable by Jotun staff around the world, the *ColourAdvisor* admin tool allows Jotun staff in different regions to upload new colours, palettes and library images instantly to their country's version of the program.



Autech Managing Director Rex Hesline accepting the TASICT Customer Success award from HP's Matt McKenna



Over 320 guests attended the prestigious event, including the Premier of Tasmania, the Hon. David Bartlet MP and his wife Larissa, Senator Catryna Bilyk, Secretary of the Department of Economic Development, Tourism and the Arts Mr Mark Kelleher, plus representatives from event sponsors: Alcatel-Lucent, Microsoft, CSIRO, HP, Intelligent Island and Telstra

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Jotun operate in over 80 countries around the world and have thus far created 20 individual versions of the program using the admin tool, with plans to have 50 versions live by the end of 2010.

Autech's position as a global market leader is unrivalled and its software is now used by over 55 clients in 25 different countries, more than double the number of the previous year so the future looks bright for this Tasmanian export titan.

As well as the TASICT Awards, Autech's innovative products and global marketing has seen the company take out a host of other accolades, including a 5-time category winner of the Tasmanian Export Awards and being named 'Australia's Most Innovative Company' at the 2007 G'Day USA Innovation Shootout in New York.

The company's next generation of developments, which include interactive iPhone applications for painting customers and touch-screen product visualisation solutions for the home building industry, will no doubt see Autech continue its customer success well into the future.

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

ABOUT TASICT

TASICT is the peak ICT industry body in Tasmania. It is dedicated to advancing the Tasmanian ICT industry by providing a collective voice for their members to government, educational institutes and the media. TASICT's vision is for a large, dynamic and innovative Tasmanian ICT industry, recognised for its significant contribution to the economic and social wealth of all Tasmanians. You can learn about TASICT from their website: www.tasict.com.au

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