



Autech CEO Darren Alexander (4th from left) with the Minister for Small Business and Tourism, the Hon Fran Bailey MP, Alan Murray of the *Wall Street Journal* (far right) and the Innovation Shootout judging panel.

## Autech Wins G'day USA Innovation Shootout

Autech Software & Design has taken out a major award during Australia Week at *G'day USA* in New York.

Representing Tasmania after winning the Tasmanian Government's C-STAR Award for outstanding commercialisation success in November 2006, Autech defeated companies from every Australian state to take out the Australian Innovation Shootout, held at New York's Sheraton Towers on January 17, 2007.

Australian innovations, including new approaches to integrated bio-sampling, nanotechnology and enhanced music technology came under intense scrutiny from a judging panel of American CEO's, professors, journalists, writers and venture capitalists. After presenting in front of the judges and an audience of industry onlookers, Autech CEO, Mr Darren Alexander then faced a gruelling five minute Q&A where the judging panel was quick to probe the presenters with questions about market entry strategy, technical capability and intellectual property protection.

Led by Mr Alan Murray, Assistant Managing Editor and Columnist of the *Wall Street Journal*, the panel selected Autech as the inaugural *G'day USA* Innovation Shootout winner, judging the company as having the best point of difference and market potential for their innovation.

Mr Alexander was very humbled to win the Shootout. "It was a great honor for Autech to represent Tasmania at such a large event. To be showcased along side so many other great innovative companies was fantastic, but to win it was unbelievable. It truly is an honor and a privilege."

"This win is certainly a testament to all of our customers around the globe – it is through the continual advancement in our world leading software, facilitated through our client's requests that has led to this exciting development. I would like to thank each and every one of them for their support, their business and their friendship over the years. I certainly look forward to catching up with them and discussing the possibilities of commercialising this exciting new technology in the coming months" said Mr Alexander.

### Shootout Participants



The Hon. John Olsen, Consul-General in New York, USA presenting Autech CEO Darren Alexander with the *G'day USA* Innovation Shootout award.



Autech CEO Darren Alexander presenting in front of the G'day USA Innovation Shootout judging panel.

## Innovation Shootout Judging Panel

**Alan Murray** - Assistant Managing Editor, Wall Street Journal

**Gregory Clark** - Principal, Clark Capital Partners

**Thomas Blum** - Managing Director, GC Anderson Partners

**Robert Pangia** - Managing Director, Ivy Capital Partners

**David Lerner** - Director, New Ventures, Columbia University STV

**Christopher Saenger** - President, Reliant Star Capital

**David Thomson** - Author, Blueprint to a Billion



The panel of judges deliberate over the finalists for the G'day USA Innovation Shootout.

Attending the innovation forum, Tasmanian Minister for Tourism, Arts and the Environment, Paula Wriedt said that the competition in the event was fierce.

"I was delighted to be here today to see Autech's CEO, Darren Alexander win this prestigious international award and extend my warmest congratulations to him and the company. Every one of the finalists showcased extremely innovative products with each of them aiming to expand their presence, or break into, the highly competitive and lucrative United States market" Ms Wriedt said.

Autech won for its ground-breaking digital colour technology that allows consumers to apply different paint colours to a home to visualise how various colour schemes will look before purchasing their paint. Users can then print a sample of the photo that matches the actual paint colour with colour-chart accuracy, revolutionising the way colour is selected in store.

Traditional systems of in-store colour selection are expensive, outdated and inefficient. And as the colours printed in catalogues and colour chips do not match mixed paint colours under differing light sources, they are also inaccurate.

Autech Software & Design's *Colortrend-e* development is a new type of in-store colour selection for the paint and decorating industry that overcomes these problems. Not only does the system use a new patented process to overcome colour mismatch issues, but it also uses plasma screens, cutting edge software and special printer systems to print samples on demand, thereby replacing traditional racks of paint-store colour chips.

The ability to print on demand has the potential to generate significant cost savings for industry by addressing the inefficiencies of colour chip production, transport, display, obsolescence and wastage. The new delivery process will equate to faster introduction of new products in decorating markets across the globe, enabling paint suppliers to offer rich media content and delivery processes that will allow sales to be faster and more efficient to the end customer. The system also allows paint suppliers to offer a series of value-add services such as advanced colour selection, colour scheming and colour advice through a more intuitive, infotainment-based in-store service.

Ms Wriedt stated that Autech's new development "will revolutionize the paint market internationally and virtually do away with the small paper colour samples which have traditionally been the way to select paint".



Alan Murray of the *Wall Street Journal* announces Autech as the winner of the *G'day USA* Innovation Shootout.



A stunned Autech CEO Darren Alexander after Autech is announced the winner of the *G'day USA* Innovation.



Autech CEO Darren Alexander accepting the Shootout award from the *Wall Street Journal's* Alan Murray.

"Darren Alexander made his presentation with great flair and passion in a way that made the product easy to understand, with its obvious appeal to consumers, retailers and the interior decorating industry which is huge in the United States."

"This win is fantastic recognition of the hard work of the staff at Autech in developing such an innovative product and the fact that geography is no barrier to success in international markets" Ms Wreidt said.

Held annually each year in Los Angeles and New York, *G'day USA* showcases a range of Australian products such as food and wine, film, arts, lifestyle, trade and investment, indigenous culture, tourism, and for the first time this year: innovation and technology.

As part of the New York festivities, the Innovation and Technology day profiled Australian innovation and investment potential to the US market, focusing on finance, science, technology and research, as well as development capabilities.

Autech has previously represented Tasmanian innovation at exhibitions including JETRO in Tokyo and Intelligent Australia in London.

For more information on Autech's Innovation Shootout win or the new Colortrend-e development, please visit [www.autech.com.au](http://www.autech.com.au)

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**G'DAY USA**  
Australia Week 2007  
January 11-20

**DISCOVER 21ST CENTURY AUSTRALIA**  
WEDNESDAY JANUARY 17th  
SHERATON NEW YORK HOTEL & TOWERS  
811 7TH AVENUE ON 53RD STREET



Minister for Small Business and Tourism, the Hon Fran Bailey MP congratulates Autech CEO Darren Alexander on Autech's win.



CEO of Autech Software & Design, Mr Darren Alexander is interviewed by Chinese television station NTDTV shortly after claiming the G'day USA Innovation Shootout.



Tasmanian Minister for Tourism Arts and Environment, the Hon Ms Paula Wreidt, MHA, Mr Darren Alexander, CEO of Autech Software Design, and Secretary of the Tasmanian Department of Economic Development, Mr Norm McIlfratrick.



Vice-Chancellor of the University of Tasmania, Professor Daryl Le Grew, Autech CEO Darren Alexander, and the Hon Paula Wreidt MHA, Tasmanian Minister for Tourism, Arts and Environment



David Thomson, award-winning author of the New York Times best seller 'Blueprint to a Billion' congratulates Mr Alexander after Autech is announced the winner of the Innovation Shootout.



Autech's CEO Darren Alexander raises a laugh from judges Alan Murray, Thomas Blum and Christopher Saenger with his 'Apricot Fluff' story during the Q&A section of the G'day USA Innovation Shootout.