

EXACT ROOFING

VISUAL IMAGER

The Visual Imager will create a photo-realistic image of the customers' house or building. The Visual Imager provides the merchant with a new and valuable marketing tool by showing, in separate pictures, the complete range of the merchant's roofing products on the customers' actual house or building.

The marketing is further enhanced with the Personal Visual Imager that allows the merchant to supply the customers with a CD containing customers' house or building. With the CD the customers can, in their own premises, continue to try out different combinations of roofing, windows, doors and wall colours. The Visual Imager is, to the customer, a complete exterior decorating tool. The customer can look at their building or house from different angles, close up and far away; and with every view, the Visual Imager is displaying the merchant's roofing products.

Visual Imager Modules:

1) Visual Imager - Workstation Version

The Workstation Version allows the merchant to run the Visual Imager on the same computer that produced the quote.

2) Visual Imager - Personal Version

The Personal Version gives the merchant the facility to export the visual image to a CD. The customers can take the CD to their own premises where they can continue to try out different roofing/wall cladding/window/door and wall color combinations. Email orders can be made directly from the CD.

General Commands Include:

- Perspective view from any angle
- Zoom In/Out and Pan facilities
- Layers - e.g. roofing or walls can be made invisible
- Printing in color of any view
- Save facility to allow further editing at a later date

Visual Image Features:

- Roofing of any profile or any color
- Roofing Trim of any profile or color
- Individual Walls of different color
- Individual Walls of texture such as plaster
- Windows of any size from an extensible list
- Generic rectangular window of any color
- Doors of varying types and sizes from an extensible list
- Generic rectangular door of any color
- Choice of background including concrete and grass.

Traditionally Used Marketing Tools



Advanced Marketing Tools With EXACT ROOFING Visual Imager



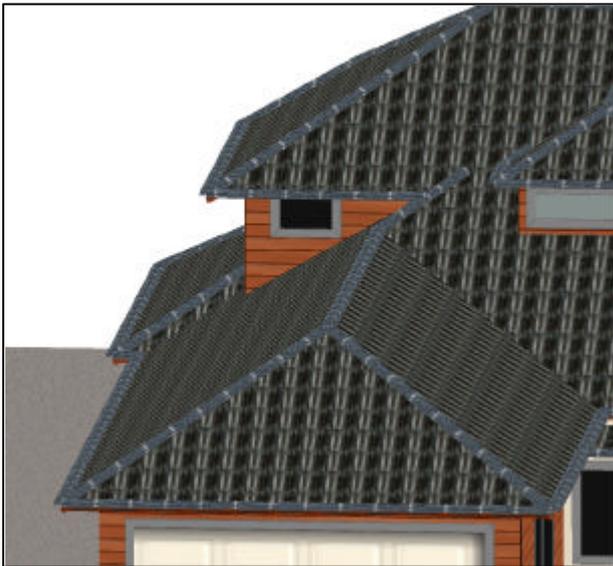
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Drawing Creation Process:

The model would have been previously created with the **EXACT ROOFING** Quoting Module. Then using the Visual Imager Module, different roofing profiles and different roofing colours can be laid on the roof. The user can lay roofing trim and mix-and-match different combinations of the profiles and colors. To complete the picture, walls can be clad or painted, windows and doors added. The result is a photo-realistic visual image of the exact same house or building that was previously quoted on.

Finally the customer can be given a CD with the same Visual Image so the customer can, in their own premises, continue to try out different combinations of roofing, cladding, windows, doors and colors.



The output from the program includes full colour printing. The print copy can be taken from any angle or at any magnification.

Ordering:

Orders can be made via email directly from the Visual Imager. To ease the ordering process the roofing products the customer has selected are automatically inserted into the email.

