

Press Release  
*From the innovators at AppliCad*  
**For Immediate Release**  
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### **AppliCad Profile Update**

AppliCad approached the end of 2009 in the best condition it had been in its 20 year history. While the new release has been delayed to allow the inclusion of a powerful new import/export function, new products and point releases have seen the innovation continue unabated. AppliCad further stamps its authority as the leader in software for the roofing and cladding industry in the world.



Of particular interest at this year's International Roofing Expo are the upgrades AppliCad has completed that take full advantage of the new Windows 7 operating system, especially on the tablet PC configuration. The AppliCad tablet interface was first released over 6 years ago and has remained largely unchanged since, as it just worked so well on the tablet PC. We see this being useful for collecting field information and digitising roof shapes in the field. Sketch a roof shape free-hand; then use the 'auto-scale' tools to create the actual shape and size of the roof, based on real measurements.

The latest release of the AppliCad suite of programs has seen over 12 months of enhancements and new development that is the result of feedback from the AppliCad operators in 37 countries.

With such a diverse customer base AppliCad learns so much from so many people. Roofing people doing much the same thing but in so many different ways. By way of contribution to the industry, AppliCad takes their information learned and provides great functions for everyone as part of the standard improvement and development process. A clever software function in a program on its own does not an expert make (who said that?). The function must be a good fit in the context of your business' day to day operation. Use the functions to improve efficiency and productivity. Improve the bottom line. Less effort, same profit – same effort more profit. The choice is yours – Reduce Waste; Reduce Errors, Improve Efficiency; Make More Money.

### **pocketROOF**

AppliCad has always led the way with clever innovation and usually is years ahead of its time. Take the program pocketROOF for example. It was developed by AppliCad commercially for the pocketPC over 8 years ago. Only now with many cell phones having Microsoft Windows Mobile

installed can just about every roofer have a roof estimating tool on their phone! With improvements to screen technology and interconnectivity with desktop/laptop PC's, the technology can be very useful.

AppliCad was the first software company to provide a two-way data exchange capability so that the roofer's business management system can exchange information with the roof estimating system. That went commercial nearly 12 years ago and we're still the only roofing software vendor offering the capability. Many AppliCad customers now have a totally seamless integration of estimating, ordering, accounts and delivery.

### **Roof and Wall Data Exchange**

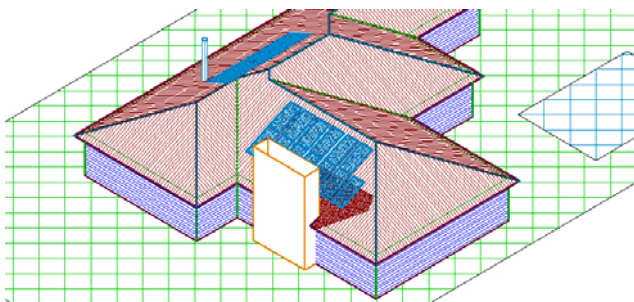
Further to this, the latest release incorporates another data exchange tool. This time we're offering the ability to exchange roof and wall geometric data between different estimating, drafting and production systems. This is particularly useful for companies involved in the manufacture of roof and wall framing, whether steel or timber. AppliCad has created a utility that is included with the software at no extra cost, to read and write roof and wall geometry so that estimates can be completed without having to re-create the geometry if it has already been done in another program.

### **Free Source Code**

To assist the integration of third party applications for roof and wall frame design into your business, AppliCad is providing the source code of this data exchange utility free of charge. It is hoped that the developers of the various framing programs - and there seems to be 100's of them, will take this on board as a service to their customers, especially if they use AppliCad software for estimating.

### **Going Green**

The latest release will also be remembered as the version of software that brought user defined waste allowance files – as many as you want for all the different roof systems a roofer is involved in. Material waste on job site is not only expensive, but places a significant burden on the environment. It **can** be reduced and AppliCad is the only program in the world with such advanced material waste optimisation functions for nearly all roof and wall systems. Recently added functions for the calculation of rain water that might be harvested from a roof plus sun shadow analysis functions are adding more value to a roofer's service package. In the next release AppliCad adds functions for planning the installation of Photo Voltaic or PV cells to the roof with all the required accessory mounting hardware, taking account of the effect of shadows from existing roof fixtures.



### **Digitising Images**

"Beam me up". This may well be the catch cry for roofers in 2008. AppliCad software has had the functionality to digitise images from all sorts of obscure origins for nearly 20 years. However, now that other technologies are catching up, it is really getting interesting! Have you tried buying a phone without a camera included? Pretty hard eh? Well now we can use the phone/camera in a very useful way that is so easy and very effective.



Consider the scenario where your customer needs an estimate 'yesterday' – the trouble is he is miles away and you can't get to him in time. Ask the customer to photograph the plan with his phone, send the photograph of the plan via email to your computer. Import it to the AppliCad software and digitise the roof, adjust the scale to improve accuracy and you're done.

It gets better! Anyone with an Internet connection now has access to a whole range of high resolution satellite images of your town or neighbourhood. Use them to do a quick estimate. Yes, import the satellite image into the AppliCad software, digitise the roof, adjust the scale and you're done. With some care and attention to detail, this is an extraordinarily effective way of providing preliminary estimates without leaving your desk. Yes, we know a site inspection is very important, but as a preliminary.....? Think of the miles and miles of travel time saved, carbon emissions eliminated, fuel costs reduced. Going Green – you bet!

### **Online and Accessible**

The AppliCad online estimating system revolves around a new application for roofers called RoofScape - the system that allows you to operate remotely and view estimates online. The best news is that you can use RoofScape for FREE!

Prepare and access your take-off and quotation from anywhere where you have an internet connection - from a client's office or from your truck! The RoofScape software is a result of AppliCad's 'top down' development strategy where we have cut the best tools from our top product to provide the world's best full function 3D roof modelling tools in a web-based solution.

The RoofScape online process will suit roofers, insurance adjusters, roof material manufacturers and distributors, home owners and re-modelers. Connect to the 'net, register, download and start modelling.

### **Big Plans for 2010**

AppliCad's plans for 2010 include special projects that will be of particular interest to their existing customers as it will be for their prospective customers. News of these new projects will be released in good time (we don't wish to tell our competition about everything we're doing just yet!) The innovation in roof estimating started at AppliCad and shows no sign of losing momentum yet.

AppliCad is the leading software for roof and wall estimating in the world because it is the most innovative. This is what allows AppliCad to bring the best software tools at the best prices to every roofer.

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Ray Smith  
Managing Director  
**AppliCad (Australia, USA, UK )**

*Ray has been involved with computers and CAD systems in various industries for 38 years. He now applies his experience and understanding of the use of the technology to the roofing industry. His company, AppliCad exports advanced roofing software to 35 countries from their headquarters in Australia. AppliCad also has offices in the USA and the UK.*