

SLIPPERY ROCK

GAZETTE

www.slipperyrockgazette.net

VOLUME 12, No. 12

THE BEACON OF THE STONE INDUSTRY

DECEMBER 2006

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DECEMBER 2006 • 11

NEW COUNTERVISION WEB TOOL SIMPLIFIES SURFACING SELECTION WHILE STREAMLINING THE FABRICATION PROCESS

COUNTERVISION, A JOINT VENTURE BETWEEN CHAMELEON POWER AND ETEMPLATE SYSTEMS, OFFICIALLY LAUNCHED LAST MONTH.

With CounterVision, the fabricator can use an uploaded online image of the client's actual home to display countertop options as they would appear in the actual room. It also allows fabricators to measure and quote the customer in the same visit, reducing the cost and inconvenience of multiple home visits during the selection and fabrication process.

Countertop and stone distributors as well as suppliers can load their own product materials or slab images to the CounterVision tool to allow their customers to select right from their Web site, order online and then request a meeting to confirm the selection in the showroom.

CounterVision is plugged into the Web site navigation of the fabricator or distributor and is populated with the products and materials they supply. The field salesperson or templater can photograph the project and load the image to a computer during the appointment.

"CounterVision gives fabricators the freedom to offer countertop surfacing, flooring, wall colors and other complimentary surfacing to painlessly expedite the selection process," said Dan Dempsey, CEO of Chameleon Power. "The fabricator can now

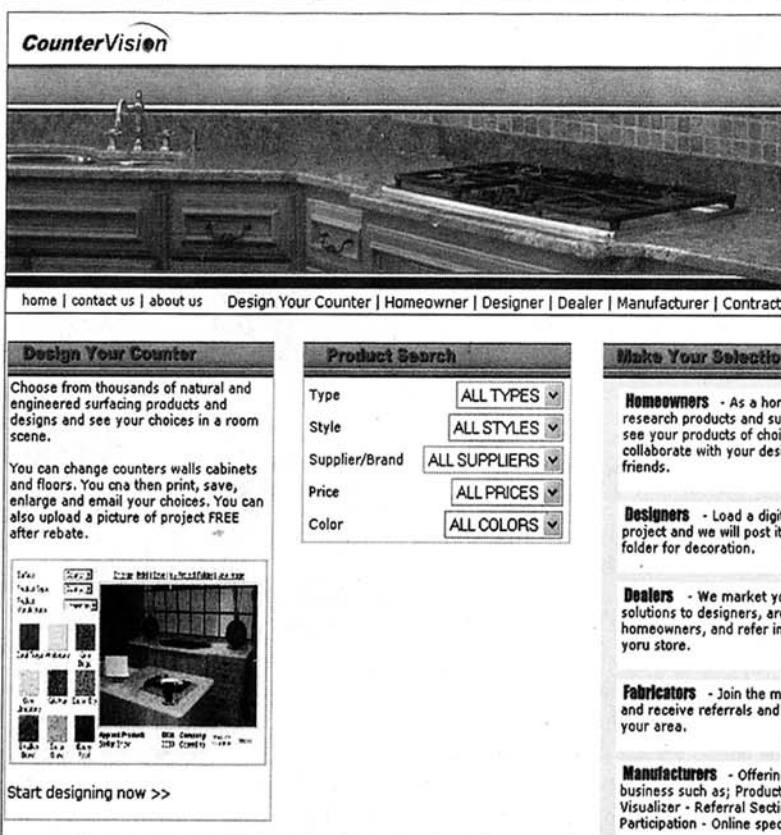


use one image as the template for the actual countertop measurements and as the selection photograph."

The Web portal version, www.countervision.com, is a service that will generate leads for participating fabricators, distributors and designers. Homeowners and designers will view materials and projects, have the option to load their own image for decorating online and request referral to a local distributor or fabricator.

"Fabricators will be able to photograph, measure and quote the homeowner in one visit, while the homeowner selects materials to finalize the transaction," said Paul Hansen, CEO of ETemplate Systems. "We are combining proven technologies to benefit the industry, providing a total solution to enhance the way countertop surfacing is specified and sold."

CounterVision is available now. For more information, visit www.countervision.com or call 248-380-9080.



CounterVision

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Design Your Counter

Choose from thousands of natural and engineered surfacing products and designs and see your choices in a room scene.

You can change counters walls cabinets and floors. You can then print, save, enlarge and email your choices. You can also upload a picture of project FREE after rebate.

Product Search

Type: ALL TYPES
Style: ALL STYLES
Supplier/Brand: ALL SUPPLIERS
Price: ALL PRICES
Color: ALL COLORS

Make Your Selection

Homeowners - As a home research products and see your products of choice collaborate with your design friends.

Designers - Load a digital project and we will post it folder for decoration.

Dealers - We market your solutions to designers, architects, homeowners, and refer to your store.

Fabricators - Join the market and receive referrals and your area.

Manufacturers - Offer in business such as; Product Visualizer - Referral Section Participation - Online specification

Start designing now >>>

CounterVision enables countertop fabricators, distributors and designers to show clients the final project with digital photographs of real products, in one sales call meeting.