

Dancik International's

# IMAGE BUILDER®

## A Visual Merchandising Solution that Displays Photographic Images of Your Products in a Variety of Rooms and Settings

It's difficult to sell products if people can't imagine how the products will look in their own home. With Image Builder from Dancik International, consumers can now render actual photographic images of your products in a variety of rooms and settings. With just a few clicks, your customers can see what a room looks like with any combination of your products. Image Builder automatically suggests complementary products such as borders, medallions, accents, and trim - adding to each sale and to the bottom line.

### Seeing is believing.

When customers ask "how will it look in my home?" - show them. For more information on Image Builder or to set up a demonstration of the product, please contact Dancik International.

By phone  
**919.379.3800**

By email  
**info@dancik.com**

On the web  
**www.dancik.com**

### Image Builder can be maximized for:

- your showrooms
- your web-site
- your sales force
- in-home consultations
- residential and commercial use

### Image Builder includes:

#### Advanced Visualization and Design

Image Builder lets customers view your products in various authentic settings, with the ability to change colors and patterns on any surface - from walls to floors to countertops; from wallpaper to paint, ceramic tile to carpet to hardwood.

#### DIY Room Designer

You can give your customers the ability to see your products installed in their own home. With DIY (Do-It-Yourself) Room Designer, customers can take a digital photograph of any room in their own home and format the picture to use in Image Builder.

#### Portfolios

Users - consumers, designers, showroom staff, architects, builders or dealers - can save individual room designs in personalized portfolios. Information stored in these portfolios can be analyzed - revealing trends by product, color, region, and more.

#### Electronic Transmissions

Selections saved in a portfolio may be printed, emailed, and transmitted electronically to your company's order entry computer system.

#### Security

Specific security levels enable you to manage access to portfolios by store, by salesperson, or by individual consumer.

#### Customization

Image Builder can be customized to your specifications - logos, color schemes, sequence of features, content within portfolios, naming conventions, and much more.

#### Integration

Completed product selections can be saved in Dancik's Selection Sheet Manager module and then converted into orders. Image Builder also integrates with the Dancik Enterprise System, including Décor 24, Dancik's 24-hour online shopping system.



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## FEATURES AND BENEFITS

Internet-enabled	Extends your reach directly to the consumer
CD-ROM Version	Expands your marketing program within aligned retailers
Company Logo and Name Insertion	Promotes your brand and personalizes your Design Center to your business
Searchable Product Catalog	Shows every product line you carry including the ones that are not on display in your showroom
Unlimited Product Images / SKU's	Shows all of your available stock and non-stock products
Fifty Standard Room Scenes	Showcases multiple rooms that are typical to your geography
DIY Room Designer	Answers the "What will it look like in my room" question raised by your consumer
Standard Pattern Library	Promotes achievable installations with embedded product "upsell"
Unlimited "Designs" Per Standard Room	Provides a "quick start" suggested design to your consumer that shortens the design session
Design Wizard Tool	Easy-to-use tool provides coordinating pattern options for each surface and available products
Paint By Number Design Tool	Gives your consumer complete control in designing a room with coordinating numbers to products
Advanced Room Design Tool	Customizes every detail of the design down to product size, wall color, and grout color for ceramic tile
Image Zoom In / Zoom Out	Provides expanded "detailed view" of completed design
Portfolio with Consumer Designs	Stores and retrieves multiple designs for each consumer, enhancing the ability to convert selections into orders
Design Print Output	Provides a printout from the design session including a reference of the products selected
Slideshow Feature	Increases consumer awareness of the design possibilities with your products
Dancik Selection Sheet Manager Integration	Allows visualization and order creation within Dancik Selection Sheet Manager for showroom personnel
Dancik Décor 24 Integration	Allows visualization and order creation within Décor 24 for your aligned dealers



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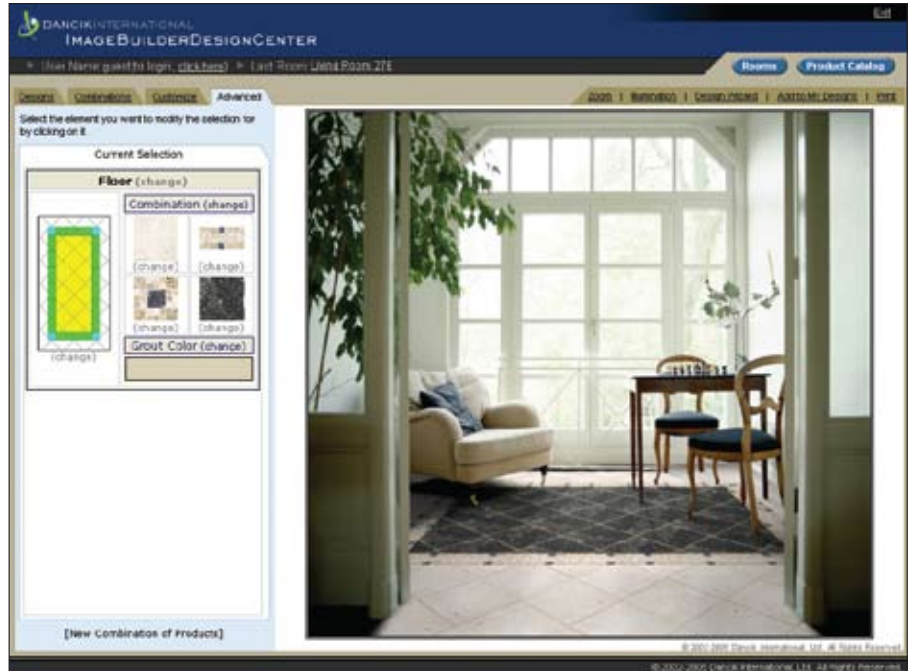
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## DESIGN AND RENDERING

Customers begin designing with Image Builder by selecting one of many Dancik-provided rooms, or a room scene provided by your company.

Image Builder also lets your customers design their own room by using their own digital photographs with DIY Room Designer.

Using Image Builder's "Render" feature or "Design Wizard", your staff and customers can select pre-determined design favorites or product combinations for a room that fits their decorating taste.



## DIY ROOM DESIGNER

Let your customers design their own room using their own digital photo with Image Builder's DIY Room Designer.

A customer can use DIY Room Designer to format their personal digital photograph of a room in their own home. After using Image Builder's special editing tools, your customer will be guided through a process to adjust lighting and enter the room dimensions.

Once your customer has prepared the digital room image, they can use all of the Image Builder features to design the space. Your customer will be able to select any products or combinations that are available for a particular surface to create their custom room.



## POWERFUL DESIGN TOOLS



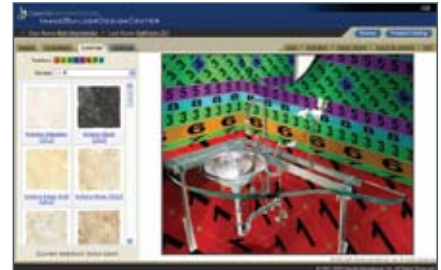
### Design Wizard

Launch the Design Wizard to start designing a room from scratch. This easy-to-use tool provides coordinating pattern options for each surface. Patterns, as shown here, can consist of checkerboard, cross-hatching, and complex patterns with borders and accent pieces. Whether you are selecting ceramic tile, hardwoods, carpets, area rugs, vinyl or laminates, Design Wizard shows all of the combinations from every available product series.



### Designs

The "Designs" feature of Image Builder lets you show off the designs you know will sell best. These are product recommendations selected by your company and arranged in patterns to best show your products. A consumer can select any of these virtual vignettes and customize them to their preference. This is an excellent opportunity to promote items which yield high margins for your company.

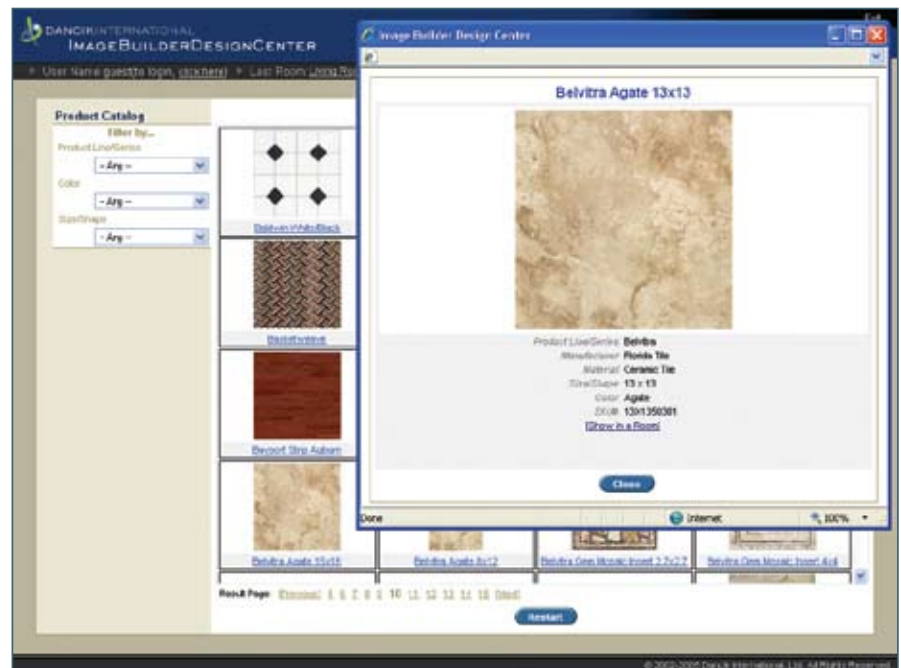


### Paint By Number

Under the "Customize" tab, a consumer can design a room based on the installation pattern selected for the room. This bright paint-by-number method is easy to understand and allows consumers to select a variety of products over different series and styles. Image Builder will only allow products to be shown that fit the sizes used in the installation pattern. "Paint-By-Number" is ideal for intricate ceramic tile and stone designs.

## PRODUCT CATALOG

Image Builder's Product Catalog not only lets you find products, it can also show products installed in several authentic room settings. The catalog can be searched by a wide variety of search criteria. Customize your search to the products that interest you. You can choose products by color, shape, type, manufacturer, use, and other categories. Products are listed by image and name. Each product can then be accessed for further product information. You can also view the selected product in all available room settings.



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