

Tactile age: AFTER-MOUSE.COM announces the first property software

Introduction of the first tactile property application, specially designed for its partner. A worldwide exclusive. Enter a catalogue of interactive goods just by touching with your fingertip. But this is only a beginning; all sectors of activity are concerned. Explore the tactile age.

Paris, 16 March 2009: AFTER-MOUSE.COM announces the creation of the first tactile property application. With this new interactive tool, the technological revolution of tomorrow becomes reality.

With its slogan and its creed "Yes, we touch", AFTER-MOUSE.COM has brought forward the inevitable arrival of the tactile world. This French company develops **customized software**, making this technical revolution a **reality**. Consequently, it is establishing itself throughout the world: Europe, the United States and Argentina. The first beneficiary of this **exclusive innovation**, this "multi-touch" age, is the property market.

This turnkey development facilitates and modernizes the Salesperson/Client experience and puts **user-friendliness at the heart of the marketing relationship**. It acts as a "facilitator", a new interface, between the salesperson and the buyer. Clients **play a full part in the process, with its interactive and recreational aspects**. With this development, they can do anything. **Just by touching**, they have an **immediate and overall view** of all products offered. What is more, they **save time**. But they can also, for example, archive products that interest them on their own cellular telephones for further consideration at home. **A genuine platform for interactive exchange.**

But this innovation goes well beyond just the property market. It is applicable to numerous other business sectors. **Travel agencies, volume retailing, tourism: this list is far from exhaustive. Consumers are also concerned.**

Perfectly aware of the issues, the French government has decided to support AFTER-MOUSE.COM. This support is not financial, since SOFTAKT and its subsidiary have sufficient financial resources not to be dependent on the government.

In this difficult period, with so much doom and gloom around, AFTER-MOUSE.COM is using its ability to innovate and its expertise to **create jobs** and meet this challenge: to be a French company at the state-of-the-art of worldwide technology

"Our transatlantic network and our French experts have brought forward the arrival of the tactile age in the world, positioning France and AFTER-MOUSE.COM at the cutting edge of innovation." said Nicolas CHAILLAN, the Chairman and Chief Executive Officer.

"When are you going to touch?"

More information on AFTER-MOUSE.COM

SOFTAKT is an international communication agency with particular focus on the IT world. The company develops and markets a wide range of turnkey solutions and business applications. Its expertise is visible in many areas, particularly with the creation of Internet sites for companies, e-commerce, private sales and property. For example, it is the official partner of the FNAIM (the French National Federation of Real Estate Agents).

SOFTAKT is also recognized as an expert in Internet and software development, in referencing, in marketing, in hosting and in auditing. Founded four years ago by **Nicolas CHAILLAN**, its 24-year-old Chairman and CEO, it is a company that is growing strongly in spite of the current recession. Based near Lyon, it also has offices in Paris and on the Côte d'Azur.

<http://www.softakt.com/>

AFTER-MOUSE.COM is a SAS (simplified joint stock company) with capital of €100,000, a subsidiary of SOFTAKT. Specially dedicated to customized development of tactile "multi-touch" applications on all surfaces (screens, tables such as Microsoft Surface™ or tactile walls), it is established throughout Europe and also in the United States and in Argentina. Also chaired by Nicolas CHAILLAN, its vocation is to be the European leader in the tactile age through its technical expertise and its ability to anticipate and innovate. Its slogan and its creed: "Yes, we touch" and "When are *you* going to touch?"

<http://www.after-mouse.com/>

Press Contact

Amandine Fima

presse@after-mouse.com / +33 (0)1.76.74.76.00 / +33 (0)6.85.50.21.85