

# DataGraphic™

218 West Main Street  
Charlottesville, Va. 22901  
804/295-2600

November 16, 1983

Mr. Leonard Bain, AIA  
Contract Administrator  
PSAE A Division of the AIA Service Corporation  
1735 New York Avenue, N.W.  
Washington, D.C. 20006

Dear Mr. Bain:

Thank you for the opportunity to present this software demonstration to the AIA Service Corporation.

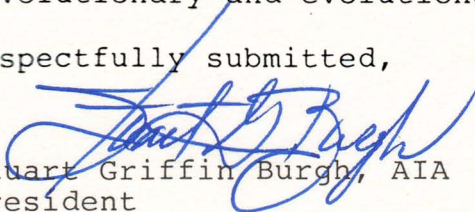
We believe that our approach to electronic automation within the Architect's office is unique. Because we are Architects ourselves, we have an intuitive understanding of the problems related to computer applications in Architecture. We also have a vision of what this technology can bring to the profession: these two factors contribute significantly to the design principles that we have adopted in our software design and development. It is our hope that the integrated approach that we have developed will distinguish our products from the piecemeal software design used by our competitors.

At DataGraphic, we have been working on a software system which goes far beyond the single-user/single-application program that is characteristic in the marketplace. This effort has been underway for over a year, and we are now nearing completion of many of the modules that are needed to form the basic software package. Additional work remains to be completed, and many follow-on enhancements are just in the definition stage.

The AIA's involvement in computer applications in Architecture will be a driving force in the use of this new tool within the profession. As AIA members, we would like to see this involvement take advantage of the full capabilities offered by the technology, rather than the uncoordinated approach that has been followed in some professions.

The AIA has always promoted comprehensive services and high standards within the profession. The opportunity now exists to transfer much of this information into a full scale software image of those standards and practices. However, this goal is unlikely to be reached if many software suppliers are selected to pull together a variety of unrelated applications programs. If an integrated system is to exist at all, PSAE will want to work with a single supplier to develop a product which is both revolutionary and evolutionary.

Respectfully submitted,

  
Stuart Griffin Burgh, AIA  
President