

FOR MORE INFORMATION CONTACT:

Company Contact: Mark F. Madura, DATACAD LLC  
Tel. (860) 677-4004 x11 / E-mail: mark@datacad.com

Press Contact: Becky Stevens, Virtual Marketing  
Tel. (713) 444-6860 / E-mail: becky.stevens@virtualmarketing-pr.com

## **DATACAD LLC Releases o2c\_Interactive!**

### **New Software Provides Portable, “What If” Scenarios for Designers and Their Clients**

AVON, CONN. – **October 24, 2002** – DATACAD LLC today released o2c\_Interactive!, a 3D viewing and presentation program for designers and their clients. o2c\_Interactive! allows anyone to explore multiple design scenarios in 3D, on the fly using the highly-compressed, Internet-deliverable o2c format.

o2c is an acronym for Objects to See, a three-dimensional file format that is optimized for Internet-based communication. o2c\_Interactive! allows designers to edit materials and textures, batch process photorealistic images, and publish the results as an HTML file for presentation. Unique to o2c\_Interactive! is the ability to save and recall multiple schemes so designers and their clients can visualize various material finishes.

o2c files can be sent to clients as e-mail attachments or embedded into Word, PowerPoint, or HTML documents. A freely-distributable version of o2c\_Interactive!, o2c2go!, will allow clients to view presentations and walk through rendered models. DataCAD 9.06 and later versions export 3D models directly to o2c format. o2c\_Interactive! will allow users of any CADD program to convert either 3D DXF or DWG files to o2c format.

“Our customers refer to o2c files as ‘3D PDFs.’ This underscores the ease and speed with which detailed 3D information can be shared via the Internet. o2c\_Interactive! helps to develop a truly two-way communication, allowing designers to create slide shows and explore multiple scenarios on the fly with their clients. Armed with this tool, we believe designers can enhance both their productivity and clients’ satisfaction by incorporating feedback earlier in the design cycle and by giving customers a greater choice of design options,” said Mark Madura, President and CEO of DATACAD LLC.

## **Customer Comments on o2c\_Interactive!**

“DataCAD's built-in o2c abilities are fantastic. It's so simple now to complete a model, dial in the color and material assignments on the fly, give a 3D presentation, and actually hand it over to the client on a disk. It's quick, simple, and easy for the client to interact with. I love the big grin on my client's face and the urgency with which he or she suddenly wants to leave my office to try it out at home. It's convenient to be able to make any further adjustments and simply e-mail the updated model to the client while he or she is talking to me on the phone. Wow!” -- Sean Hamilton, Hamilton Design Pty. Ltd.  
Melbourne, Australia

“o2c\_Interactive! works great as an object viewer and makes client feedback more immediate and meaningful. The client picks up on it pretty quickly. It's like a 3D PDF!” -- James Horecka, AIA,  
Architect, Winchester, California

## **Pricing and Availability**

o2c\_Interactive! will be available for an introductory price of \$99.95 USD (via Internet download) through December 31, 2002. The retail price afterward will be \$149.95 USD. All prices are good for United States distribution only. DataCAD products are available through authorized dealers worldwide or directly from DATACAD LLC. For the name of the dealer nearest you, please call (800) 394-2231 or (860) 677-4004 outside the U.S. You can also access the “Support” section of DATACAD LLC's Web page at [www.datacad.com](http://www.datacad.com) for information about purchasing DataCAD products.

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## **About DATACAD LLC**

DATACAD LLC is an independent, privately held company that provides robust computer-aided design and drafting solutions to architecture, engineering, and construction firms. According to the most recent AIA firm survey, DataCAD is the second most widely used CADD software among American Institute of Architects (AIA) member firms. DataCAD has over 250,000 installations worldwide.

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