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SHOWOFF FOR BUSINESS GRANTS ACCESS INTO THE HOMES OF HOME AND GARDEN ENTHUSIASTS WITH VISUALIZATION TECHNOLOGY THAT ALLOWS USERS TO TRY BEFORE BUYING

SARASOTA, Fla., May 1, 2010—Visual Applications, Inc., a developer of visualization software applications for the home improvement and landscape industry, recently launched Showoff.com, an interactive community for home and garden enthusiasts and businesses alike.

Termed the Home and Garden Hub, Showoff brings businesses straight to the homes of interested customers with a comfortable shopping environment where visitors can shop for ideas, products and services from the comforts of home and receive support from experts in the home industry.

For businesses, Showoff provides a place for designers, contractors, manufacturers and dealers to showcase their products and services for users to browse in places like the Product Showroom and Portfolio Gallery. Users can also “try on” products using the Visualizer, a free online tool that allows users to upload their own photographs to visualize any home improvement project in minutes including landscape, remodeling and interior design projects.

Landscape designers, contractors and other industry professionals can get in front of a captive audience by uploading photos of their own work into the Portfolio Gallery for customers to peruse. By joining the Showoff business community, these same businesses can capitalize on that presence. As a member, businesses can capture leads from interested consumers, generate direct referrals from the site and only pay when a lead is produced. Businesses can also choose to apply a Custom Visualizer to their own website which allows the visualization technology to be exclusively used for their products alone.

Showoff.com is the creation of Bobbie Dreis-Ayers, a veteran of visualization software development. “The goal of Showoff.com was to marry the needs of consumers and businesses into a site that worked for both parties,” says Dreis-Ayers. “We are incredibly excited about the launch of Showoff.com and hope that this site will become a fitting room of sorts for the consumer and an important sales channel for participating businesses.”

About Visual Applications, Inc.

Visual Applications, Inc. headquartered in Sarasota, FL is a leading manufacturer of personal visualization technology with the vision of offering innovative, interactive and easy-to-use visualization solutions to individuals and businesses. For more information about Showoff visit the company's website at www.showoff.com or www.showoff.com/business