

## **FOR IMMEDIATE RELEASE**

**Contact: Bobbie Ayers**  
**Company: Visual Applications, Inc.**  
**Email: [bobbieayers\[at\]visapp.com](mailto:bobbieayers[at]visapp.com)**  
**Telephone: 941-993-4380**  
**Website: <http://www.showoff.com>**

### **SHOWOFF.COM OFFERS NEW LEAD-CAPTURING OPPORTUNITIES FOR LANDSCAPE BUSINESSES AND SUPPLIERS WITH THE FIRST PLUG-AND-PLAY CUSTOM VISUALIZER**

SARASOTA, Fla., June 14, 2010—Visual Applications, Inc., a developer of visualization software applications for the home improvement and landscape industry, recently launched Showoff.com and the first plug-and-play custom application for businesses.

Showoff boasts a consumer-driven community where visitors can shop for home and garden ideas, products and services. Customers “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.

Working in tandem with the site’s consumer-driven features, are Showoff’s tools for businesses, particularly the Plug-and-Play Home and Landscape Makeover Application. Showoff harnesses the interactive power of their site to drive business to landscape professionals and suppliers who showcase their products on the site. The Plug-and-Play Home and Landscape Makeover Application takes the most popular component of Showoff.com, the Visualizer tool, and allows businesses to create a custom Visualizer for their own website.

Businesses can capitalize on the “try-on” technology of the Visualizer by installing the Plug-and-Play application to solely feature their own products on their website. Users who visit and register to use a company’s custom Visualizer become automatic leads for the business owner.

Showoff has built in a host of tools to create direct sales channels to the products and services of participating businesses. Companies can add a badge to their website that helps users access and buy products from various points of entry on the Showoff website and their own site. Businesses also have the option to add complementary categories to their custom Visualizer, creating exposure and reciprocity among the Showoff business community.

Businesses who utilize the Plug-and-Play application will also have access to live analytics and useful market data to display the buying and browsing habits of their customers. This provides useful marketing information and opportunities to capture valuable leads. Showoff uses a pay-for-performance model and is growing daily recently citing 8,301 registered members with an average of 125 new members daily.

**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](http://www.showoff.com) or [www.showoff.com/business](http://www.showoff.com/business)