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A VETERAN OF SOFTWARE DEVELOPMENT FOR THE HOME IMPROVEMENT INDUSTRY LAUNCHES SHOWOFF.COM, AN INTERACTIVE EXPERIENCE FOR HOME ENTHUSIASTS

SARASOTA, Fla., February 02, 2010—Visual Applications, Inc., a developer of visualization software applications for the home improvement industry, recently launched Showoff.com, an interactive community for home enthusiasts.

Showoff.com is home to the Visualizer, a free online tool that allows users to upload their own photographs and use a design application to visualize any home improvement project in minutes including landscape, remodeling and interior design projects.

Showoff.com is the creation of Bobbie Dreis-Ayers, a veteran of visualization software development. Dreis-Ayers first began developing visualization software in 1990 when she created a program to help her sister-in-law envision wallpaper for a room she was decorating. Since then, Dreis-Ayers has amassed success with her previous products—ShowMeDesign software and ImaginePro Suite.

“We are incredibly excited about the launch of Showoff.com,” says Dreis-Ayers, creator and President of Visual Applications, Inc. “This launch is the 21st century approach to visualizing any home improvement project. It’s a one-stop shop and a complete experience.”

Showoff.com offers free access to the Visualizer which allows users to visualize home improvement projects using actual, branded products from Showoff.com’s Online Showroom. Users can access videos and step-by-step tutorials for help with home design projects. Showoff.com is also an online community where users can speak with experts or other home enthusiasts. In addition, users can purchase products from their Visualizer experience with easy options for purchasing online or offline, from vendors that they choose.

“This truly is a one-of-a-kind experience,” says Dreis-Ayers. “We are committed to creating the easiest, most accessible community for homeowners and are looking forward to a new way of integrating and creating the home of your dreams.”

About Visual Applications, Inc.

Visual Applications, Inc. began in 1990 and develops software technology that helps users visualize any home improvement project on a computer screen. With over two decades of experience, Visual Applications, Inc. has launched ShowMeDesign, ImaginePro Suite and Showoff.com.