

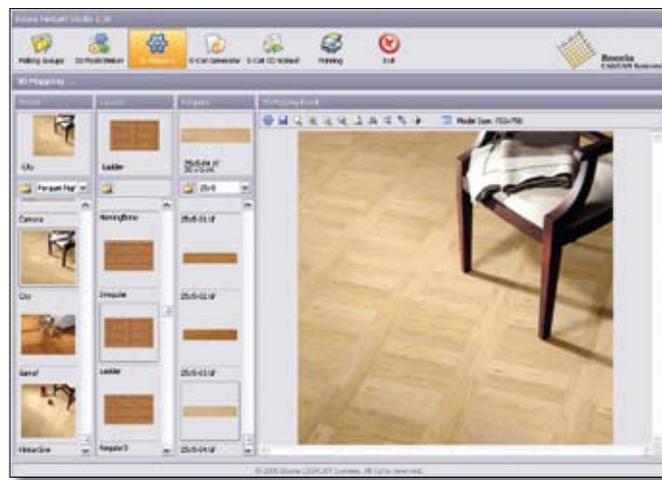
Parquet Studio

Firm your sales talk floor

Booria Parquet Studio is an elegant **virtual floor designer** solution for 3D decorative presentations, preparing printed catalogues, parquet E-Catalogues (Electronic catalogues) for the hard wood and parquet industry.

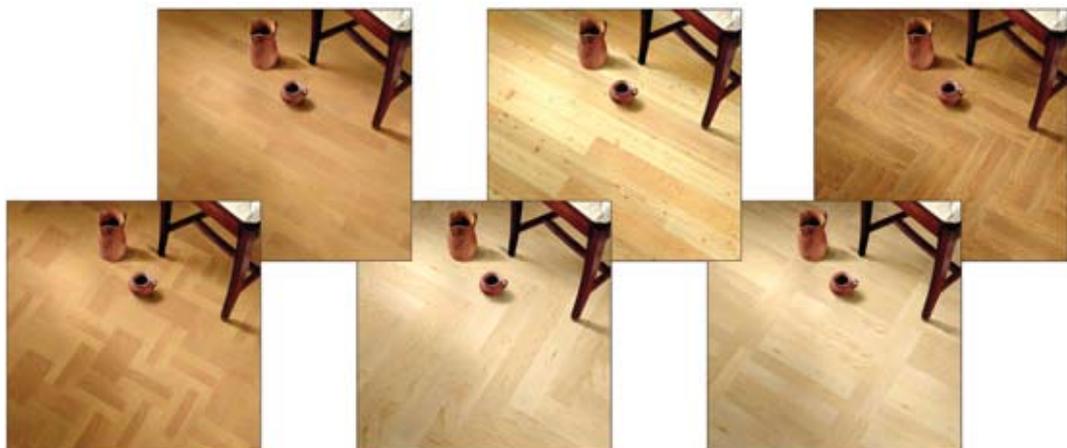
Booria Parquet Studio fulfills the sales and marketing groups' needs. Products demonstration difficulties are eliminated and customers can easily make their final decisions. Very friendly environments and procedures ease the sales group duties and help them to do their best.

Booria offers this great room visualization solution to wood floor covering and parquet producers, dealers and interior designers to create their own environment and galleries to meet their marketing needs in modern way.



This solution comes with different features as follows, which increase your functionality while decreasing your duties:

- :: 3D Parquet Texture Mapping with more than 10 different predefine layout
- :: The management and authoring of the required files for E-Catalogues
- :: Printed catalogue creation, with ideal makes up, in bounded amount
- :: Coming With Booria E-Catalogue
- :: Group of Designs creation
- :: 3D Model Maker



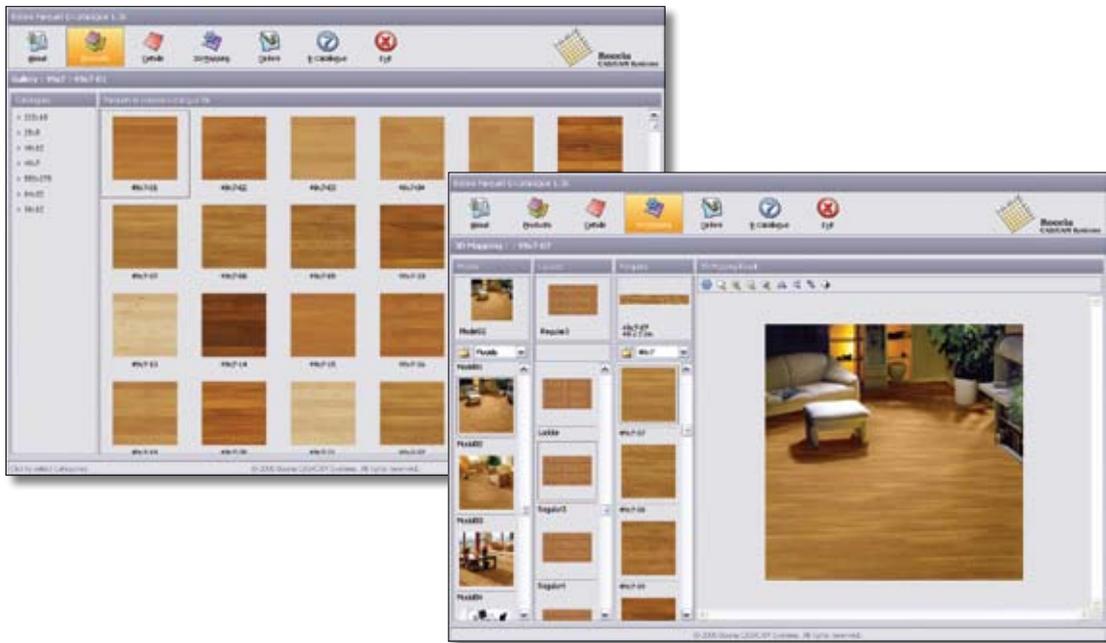
Parquet E-Catalogue

Booria Parquet E-Catalogue (Electronic Catalogue) is **an advanced marketing tool** for presenting your products electronically, in a new way that is much more attractive, with considerable cut in costs and time of catalogue creating.

Instead of big, heavy and expensive paper catalogues printing, you are able to present your collections only by using a single CD, which could be simply generated by demand and updated, whenever you want by **Booria Parquet Studio**.

All these abilities allow the sales groups to present new products earlier in the season and improve responsiveness to the market. Moreover you can **save considerably on massive & expensive cataloguing**. Even your customers can easily order your products by clicking on their desired products in your E-catalogue and by receiving the same formatted orders through the emails; you will be able to manage your orders smoother and faster than before.

Coming with a powerful **3D mapping** feature, your customers will be able to generate **life-like 3D** images of parquets in decorative presentations in different rooms and color ways with different layouts just by a simple click.



The advance features which make this solution dominant are as follow:

- :: Working with **protected** and **encrypted** catalogue files
- :: Viewing the profile of your company in combination of texts, images, animations, video, etc. in HTML file format
- :: Links to your web site or included PDF brochures
- :: Viewing the thumbnails of products coming with their technical specifications
- :: Facilities for managing and sending orders into your e-mail address
- :: Offering your products by sending CD or CD-Card (in size of your business card) to the customers
- :: Avoiding big heavy and expensive paper catalogues
- :: Cost saving



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