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Configura/ProjectMatrix partnership yields 3D renderings of 50+ manufacturers' products

Configura releases CET Designer 1.5 with Extension upgrade and easier licensing

GRAND RAPIDS, Michigan – June 10, 2007 – Configura launches CET Designer 1.5 this week with two major improvements for users:

ProjectSymbols for CET Designer

ProjectSymbols for CET Designer now allows users to fully visualize products and quickly produce 3D renderings for the first time ever using more than 50 contract furniture manufacturers' products. A partnership signed by Configura and ProjectMatrix earlier this year resulted in the now-available Extension upgrade, priced at \$250. Included are AutoCAD 2D and 3D symbol libraries graphically representing products from more than 50 different manufacturers' catalogs.

"Dealers, designers and sales staff are looking for one tool that crosses multiple manufacturers' product lines and produces photo-realistic renderings – we listened," Configura CEO Johan Lyreborn said. "ProjectSymbols for CET Designer is exactly that: a single application combining the power of Configura's 3D rendering capabilities with ProjectMatrix's vast product library. It's huge for our users."

Among the available contract furniture manufacturers are Haworth, Herman Miller, Izzydesign, Knoll, Steelcase and Teknion. Haworth's Canvas users will benefit from the upgrade because ProjectSymbols includes Haworth products currently not available in Canvas.

The included manufacturers represent 80 percent of the products within the contract furniture industry. For manufacturers/products not currently included in ProjectSymbols, customers have the option of submitting product specifications, plans and symbols to ProjectMatrix for inclusion in the Extension. ProjectMatrix is also capable of producing electronic catalogs and symbols at the request of manufacturers.

All products in ProjectSymbols for CET Designer have up-to-date prices, ensuring accurate and instant price calculations. ProjectSymbols makes product lines available that have not yet been developed in CET Designer's native format.

Try ProjectSymbols for CET Designer at Configura's NeoCon booth, No. 7-7046.

CET Designer licensing made easier

The product licensing process for CET Designer has been streamlined in Version 1.5. Gone is the step of dragging and dropping a new license from an e-mail to the Extension Manager; now, the activation occurs automatically when a new license is ordered.



Also, the Extension Manager has received a slightly different look. Now, users have a better overview of their current licenses and their validity

About CET Designer

A 2006 Best of NeoCon winner, CET Designer is the first parametric and configuration-driven tool on the market – an innovative design platform encompassing a wide range of functionality that makes it easy to accurately design and specify configurable products and produce 3D, photo-realistic renderings. CET stands for Configura Extension Technology and is the foundation on which Extensions are added. An Extension is a complete logical, behavioral and business-process-oriented description of products, geared to make the design and sales process as efficient as possible. CET Designer can be downloaded from www.cet-extensions.net.

About Configura, Inc.

Configura Inc., a wholly owned subsidiary of Configura Sverige AB, is the market leader in the parametric graphical configuration industry. The company's products are used by thousands of people in leading companies around the world. Configura's mission is to set the industry standard in software tools for automating, simplifying and speeding the sales and order processes. Well-known brands in the European office furniture industry, such as Kinnarps and Martela, already use Configura software, as well as North American companies Haworth, Spacesaver, Borroughs and TAB. www.configura.com

About ProjectMatrix

ProjectMatrix was founded in 1987 by a team of professionals from within the contract furniture industry. For the last 20 years, their goal has been to deliver best-in-class automated specification and design software for the contract furniture professional. Other industry-leading products include ProjectSpec pricing and specification tool, ProjectSymbols CAD libraries, and ProjectTools CAD productivity tools. These products are available in both site and single-seat licenses, including all upgrades. All ProjectMatrix tools are designed by industry professionals, for industry professionals, with thousands of users in 18 countries on five continents. www.projectmatrix.com

Media Relations:

Peter Brandinger (Configura Inc.)
(616) 242-6262
Peter.Brandinger@configura.com

Joe Danzer (ProjectMatrix)
(513) 554-1665
Joe@projectmatrix.com