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For Immediate Release

Sumitomo Forestry Co., Ltd.

**First Development of Android Tablet Application in Housing Industry****Sumitomo Forestry Rolls Out Proprietary Tablet-Based Sales Tool****Enhancing Communication with Customers at Sales Sites**

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo) will distribute tablet devices with a proprietary application to its nationwide sales offices as a communication tool for customers of *Sumitomo Forestry Home* houses.

The sales tool comprises three separate systems, including the company's proprietary application, which is the first application of its kind in the housing industry.\* The tool takes the advantages of tablet technology to allow users to choose a housing plan that meets their desires along with a building site, not only at their own home or site but any other site. The tool allows users to quickly change and review exterior color variations and obtain a clear image of a new house with a chosen exterior color built on a given building site, making house planning both easy to understand and enjoyable.

- The first sales-use application in the housing industry for an Android tablet device that enables users to try out exterior color simulations by combining photos of the building site with 3D models of the building's exterior design and structure.

**■ Tool Characteristics**

The tool comprises three systems designed to give user the on-the-go ability to make quick housing proposals through exterior simulations, housing plan searches, and funding plans.

**(1) 3D Simulator**

The tool enables 3D simulation of exterior designs that meet the building site conditions, using a catalogue of 100 different exterior patterns. The simulated images can be rendered from upper and lower, left and right perspectives while changing the exterior wall color and other design elements to match the user's desires. The application can then combine the simulated housing designs with building site scenery and designs for gating and landscaping.

In addition, the application can generate composites images that combine photos of the building site with 3D models of the selected housing plans on the spot. This provides customers with an exceptionally detailed and easy-to-understand image of the housing plan.



Scenery from the building site is combined with housing exterior plan



Exterior color simulations

## (2) Planet Mobile

By inputting the user's design requirements, the width and depth of the house, and direction of the entrance, customers can quickly search for existing plans that match their requirements. In addition to floor plans and elevation views, the application can generate bird's-eye views of room arrangements on each floor. Exterior perspectives also allow customers to select the exterior wall design.

During the initial stage of system development, Sumitomo Forestry is leveraging its accumulated capabilities as Japan's leading custom wood home builder to offer 100 of the most popular plans for a diverse range of lifestyles. The number of plans will increase each month with the goal of offering 2,000 plans within fiscal 2012.



Floor plan image



Exterior image



Bird's-eye view

## (3) Funding Plan System

The system can also generate simulations of funding plans for each customer based on their specific housing selection, construction site, loan requirements and other factors. Customers can simulate not only their expected loan payment schedule, but also expected housing tax payments, marriage and education costs and various other events to create a life financial plan.

### ■ System Enhancement Plans

From June 2012, Sumitomo Forestry plans to upgrade the content of the system to serve the needs of customers. New content will include popular videos showing various experiments from the Sumai Haku housing fair, a hands-on event offering customers a chance to see, touch, and understand *Sumitomo Forestry Home* houses. This will include videos demonstrating the superior anti-seismic properties of the houses through shaking experiments on real-scale structures.

### ■ Table Specifications

Device:	NTT DOCOMO, Inc. GALAXY tab 10.1 LTE SC-01D (manufactured by Samsung Electronics Co., Ltd.)
Size:	Approx. 175mm×257mm×8.6mm (height/width/thickness)
Weight:	Approx. 565g
Display type:	Wide XGA TFT
Display size:	Approx. 10.1 inches
Maximum display colors:	16,777,216

\* Tablet device: A flat, compact and multi-functional mobile computer primarily comprised of a large touch-screen panel.

\* Android: An operating system developed by Google Inc. mainly for mobile information devices such as smartphones and tablets PCs. Android is a registered trademark of Google Inc.