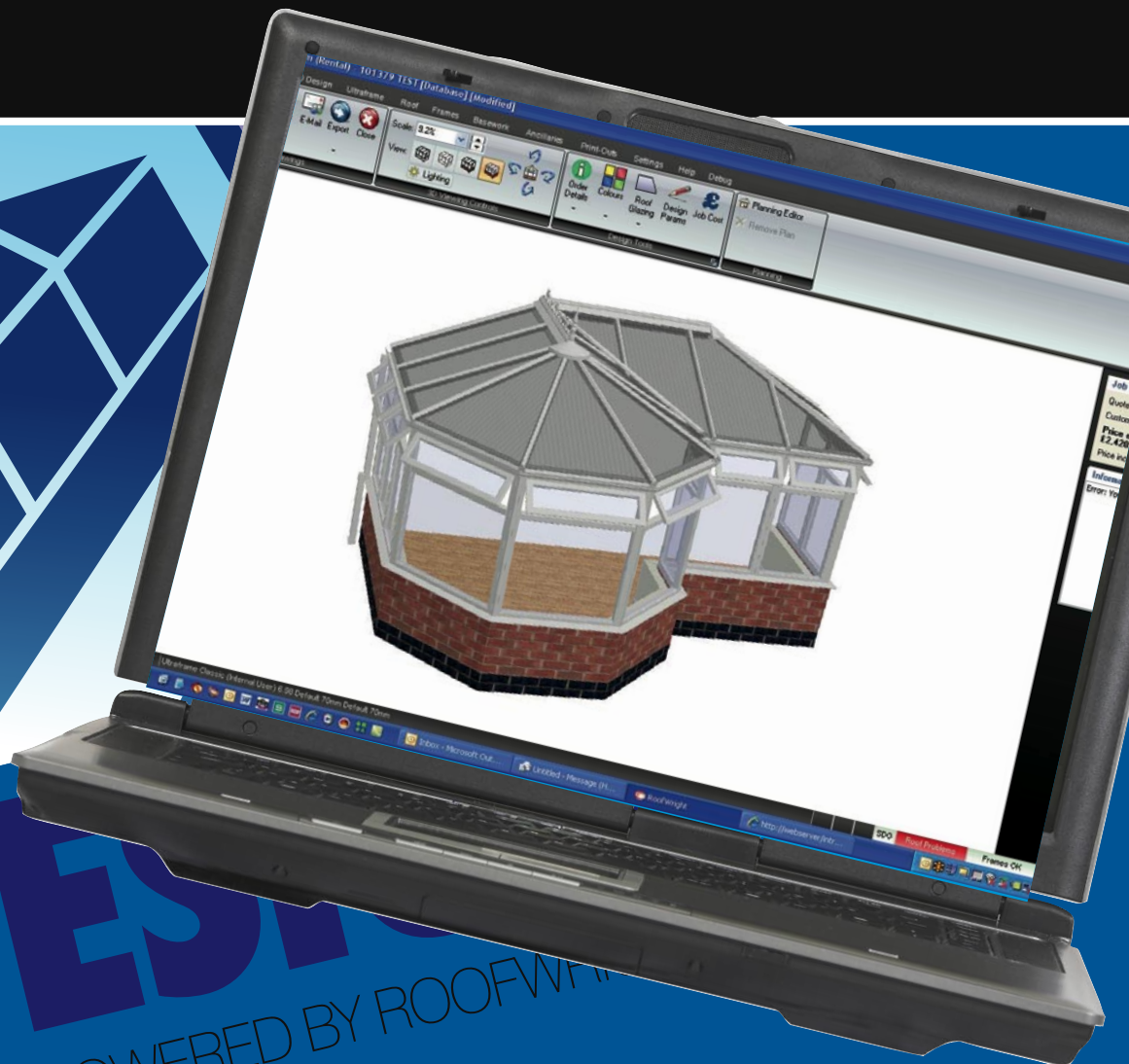


ultraframe



UDESIGN
POWERED BY ROOFWARRIOR

U-Design

Version 1.0
March 10

Background

Ultraframe is pleased to showcase U-Design, the latest generation of conservatory design and sales tools. Powered by Roofwright, U-Design is the culmination of many years of collaboration between RPS (authors of Roofwright, our previous software) and Ultraframe.

Why are Ultraframe passionate about wanting you to use this tool?

Because we recognise that today's consumers are either using sophisticated tools in their daily lives or see their use regularly. For example;

- kitchen space planning is all CAD based
- there are on-line configurators to order your new car
- paint company web sites allow you to decorate rooms and change colours
- retailers like John Lewis and B&Q allow you to furnish rooms on-line

It's for these reasons that we feel passionate about giving the consumer the option to have their conservatory designed and priced in their home with the highest quality tools.

What is U-Design?

U-Design is not a 'back office' tool as it provides retail sales people with a competitive advantage in front of the consumer. U-Design will help the sales person engage the consumer in the design process. Once engaged, buy-in becomes easier to achieve; furthermore, as the price of the full conservatory changes during the design process (as options are added/deleted), the consumer will develop a clear understanding of cost, making price negotiations easier to deal with.

What do we offer?

The software is rented and can be paid monthly or annually (enjoy a 17% discount if choosing to pay annually). You can provide your own laptop but we have attractive deals to provide these to you –these are branded laptops. We can facilitate the purchase and on going support of your laptop with our supplier on your behalf. Subject to volume, you may have your own branding applied to them.

We also offer training courses – either in small groups at our School of Excellence or these can be delivered at your premises. We can also offer consultancy to customise U-Design even further.



For help and assistance call now on **0843 208 6972**

Key features

These features will help you confidently sell more conservatories (with an Ultraframe roof) and at a higher margin.



- **Real time design changes**

U-Design will allow the user to swap from one style to another at will, helping the consumer to visualise all the different possible styles. All design changes will be reflected instantly on the 3D design view.

- **Includes BREve as standard**

This allows you to optionally to enter the consumer's postcode and validate the design for the known site conditions. The software will warn the user if the roof design is not structurally sound and offers a fix "button" which then allows the user to upgrade the relevant underperforming parts without having to have knowledge of structural engineering.

- **Real time cost and price build-up**

Based on your known costs, and preferred margins, U-Design will build pricing throughout the design of the conservatory.

- **Pro-forma costings**

U-Design comes pre-loaded with a range of typical full conservatory costings. You will be able to customise the costings to your own business, giving you confidence of the costs upon which your offer price will be based on

- **Added item costing**

U-Design includes a range of added items to which you can add or remove cost elements, and amend the cost. These provide you with a robust list of questions and cost items which will give you the confidence that you have identified all the possible costs of a conservatory build. (For example, skip hire, travel distance, crane hire etc.)

- **Photo editing tools**

U-Design includes a range of photo editing tools which can be used to place the designed conservatory onto the consumers house, and produce a realistic impression of how it will look, similarly with a photo of the garden, the consumer will be able to visualise how the conservatory will look from the inside.

Check out our on-line demo's - www.youtube.com/udesignonline

Ease of use

A major driver of U-Design's development was that it must be easy to use. We recognised that being a computer genius was not a pre-requisite to being a great conservatory salesperson, and that a wide range of IT abilities exists within the target audience for U-Design.

- **Screen layout**

U-Design's screen layout can be easily customised to suit the user's preference, with a range of windows available, for example 3D design view, window editor, roof editor, showing one or more concurrently

- **Control panel**

Easy to use menu and control panel, navigating around the application could not be easier

- **Instant feedback**

Design changes are shown instantly, as are the impacts on cost, price and structural integrity

- **Design change interface**

Change the whole shape of the conservatory at the touch of a button, grab and drag rafters, drag in new window designs

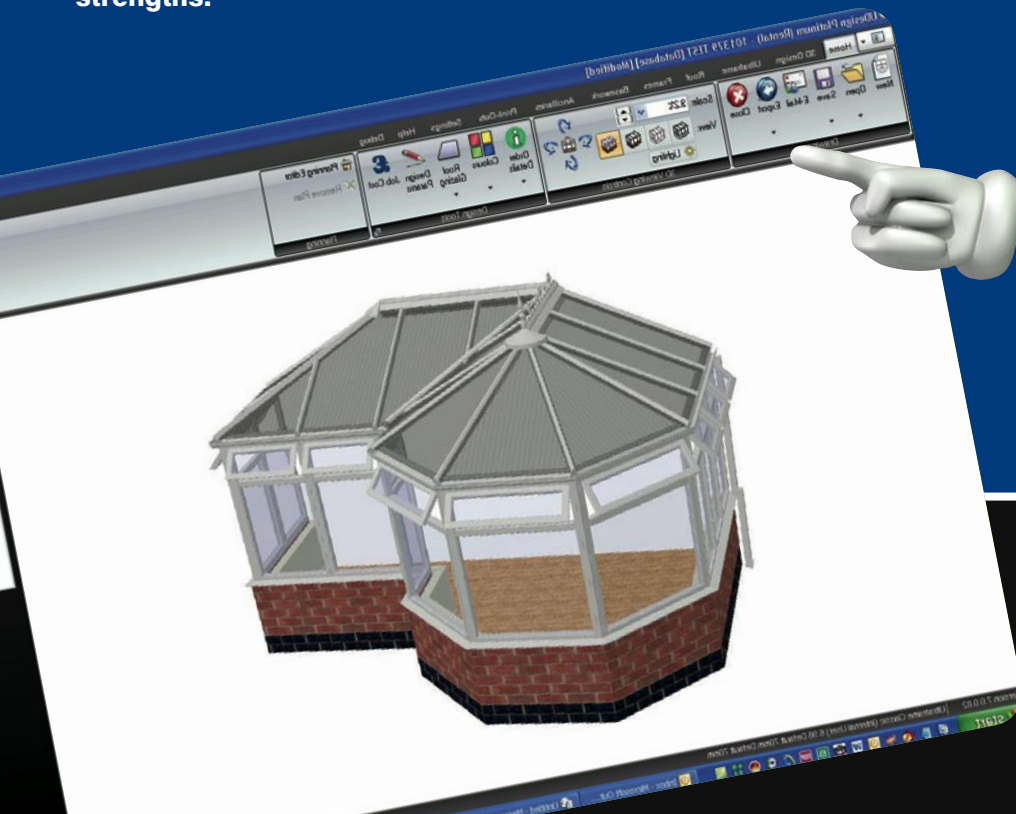
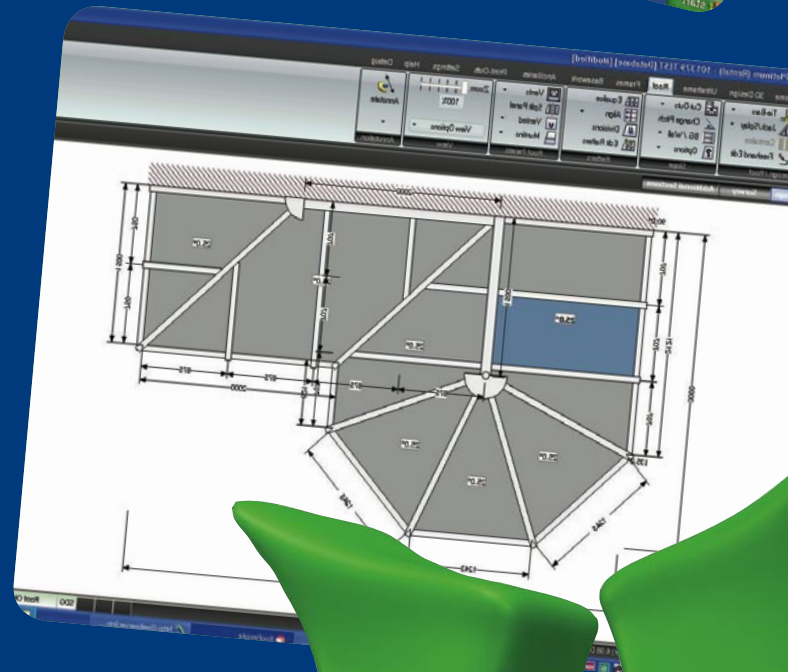
- **Annotations**

Mark up your design with on screen annotations

- **Intuitive**

U-Design is intuitive to use, and within minutes, most people with some exposure to PC applications would be able to design a full conservatory.

We believe U-Design's ease of use is one of its key strengths.





Training and support

In developing U-Design, we recognised that addressing the full conservatory and being easy to use were not in their own right sufficient to meet the needs of our customers. A third key principle is that all the good work done with the software must be supported by a range of training and support services that customers have access to in order to get great value out of their investment in U-Design.

Support Features

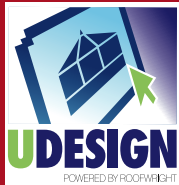
- **Dedicated helpdesk**
Ultraframe's team of U-Design support specialists are available to provide advice and support to get the most out of U-Design. We now have a variety of tools available to us including remote control of your PC to better understand any problems and explain solutions.
- **Software updates**
U-Design will constantly develop and improve, as will the Ultraframe roofing system. U-Design users will receive free software updates, ensuring that the latest version is always available.
- **Consultancy**
A bespoke consultancy service is offered to help U-Design users get the most out of U-Design, and to ensure that it fits perfectly into your business.
- **Multimedia knowledge base**
Over time increasing amounts of information will be published via a variety of media in response to feedback and questions from customers. The objective will be to provide customers with a variety of mechanisms to resolve technical queries, to improve their knowledge of the capabilities of the software and products it supports, and to generally help users get the most out of their U-Design.
- **Training**
See overleaf



For help and assistance call now on **0843 208 6972**

Training courses

against the competition, at higher margin is our key desire for you. Training is delivered on scheduled “public” courses which users can sign up to/or alternatively, bespoke training courses can be arranged depending on the training needs of the organisation. Our training team would be happy to help with analysing your training needs, and developing a training plan.

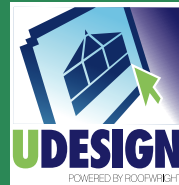


Introduction

This is a foundation course intended to show candidates the basic functionality and use of U-Design.

Attendees should include:

Sales person, Surveyors, Specifiers



Conservatory design

To provide candidates with the skills to design a range of conservatories from simple designs to bespoke shapes and designs using valleys, box-gutters, and other associated roof elements.

Attendees should include:

Sales person, Surveyors, Specifiers



Project management

To train candidates how to design, price up and manage the complete conservatory installation project.

Attendees should include:

Sales person, Surveyors, Specifiers



Administration

To provide candidates with the skills and knowledge to set up and configure U-Design in order that it reflects the needs and environment of their own business.

Attendees should include:

Sales person, Surveyors, Specifiers

All public
purchasers can
combine courses into one module.

For further information on any of the courses above please call 0873 208 6953 or email trevor.crossley@ultraframe.co.uk for a detailed course prospectus and calendar (all courses run at least once a month)

Easy to do business with

The final cornerstone which underpinned the development of U-Design was that it's got to be EASY. Easy to acquire, easy to learn, easy to use, easy to sell with, and, of course, easy to buy Ultraframe roofs with!

In addition to what you have already read about, we have some additional features aimed at making U-Design easy.

- **U-Design branded laptop**

You may purchase branded laptops on which to run your copies of U-Design. We will facilitate the purchase and on-going support of your hardware with our supplier on your behalf. Subject to volume, you may have your own branding applied to them

- **Licensing options**

U-Design can be licensed on a monthly or annual basis. Should you choose to licence U-Design annually, you can effectively get 12 months for the price of 10! (equivalent to 17% discount)

- **Electronic roof ordering**

For those who buy directly from Ultraframe, you can order electronically using the Ultraframe order button in U-Design. If you buy from a Fabricator or trade intermediary, you can email a file attachment to your supplier.



What to do next

If you are ready to order than please complete this form, we then send you the software and our support and training team are on hand to help you. If you still have questions or require further information please call 0843 208 6972.

Please indicate in the boxes below what level of support you will require for U-Design and whether you would like to pay monthly or annually.		
U-Design software <i>Includes</i> - Inbuilt option to access geographic data lookup (BREVe) for structural checking a standard - U-Design support and updates from Ultraframe	£ per Calendar month	£ per Annum (save 17% over paying monthly)
	£50.00 <input type="checkbox"/>	£500.00 <input type="checkbox"/>
U-Design support Available to U-Design users who do not source U-Design directly from Ultraframe (i.e. as part of their arrangements with a fabricator/trade intermediary). <i>Includes</i> - U-Design support and updates from Ultraframe	£ per Calendar month	£ per Annum (save 17% over paying monthly)
	£15.00 <input type="checkbox"/>	£150.00 <input type="checkbox"/>

U-Design training	
Published public training (cost per delegate per day)	<input type="checkbox"/> £50.00
U-Design training Gold ticket (5 days training for the price of four) - Published public courses only, paid for in advance may be redeemed by different delegates on different courses)	<input type="checkbox"/> £200
Besoke U-Design training (cost per day) - Up to 8 delegates - May be delivered at a location of your choosing	<input type="checkbox"/> £300 (plus expenses)

U-Design consultancy	
This day is exclusive to one retailer only and is at your premises or at Clitheroe. (Expenses apply if not in Clitheroe)	<input type="checkbox"/> £300 (plus expenses)

Order form	
Contact Name :	Job Title:
Telephone:	Email:
Company Name:	PO Number:
Do you buy roofs direct <input type="checkbox"/> or through a fabricator/trade intermediary <input type="checkbox"/> please name your supplier:	
Please sign here (Proprietor or Director):	

Please fax back to 0843 208 6952

Laptop specification to run U-Design

To get the best from U-Design, it is recommended that you use the following as a guide to the computer you decide to use.

Laptop recommended requirements

A PC meeting the specification below will run U-Design well, and the faster it is beyond this, the better U-Design will run.

- Pentium 4 /AMD Athlon 3Ghz Processor, or Intel Core 2 Duo 2Ghz or Better
- 2Gb RAM Memory
- 1Gb Hard Disk free space
- 256Mb Nvidia or ATI 3D Graphics card (hardware support for OpenGL 1.3)
- Mouse
- Screen resolution of 1024x768 24 bit colour (True Colour)
- CD or DVD Rom Drive
- Windows XP Home/Professional with SP2 (for the best user experience) or Microsoft Windows Vista with SP1
- Internet Explorer 8
- Latest graphics card and printer drivers installed

NB: Please note that meeting the minimum requirements listed here is the responsibility of the user. If the laptop computer does not meet these requirements, DO NOT attempt to use it to run U-Design.

NB: Any decision to upgrade the hardware or operating system to improve your experience or meet the minimum requirements is the sole responsibility of the customer. Ultraframe can not be held responsible for any costs or consequences resulting from such actions. We always recommend you seek the advice of a professional IT company or consultant before making any changes to your system.

NB: Using U-Design on a laptop that does not meet the minimum requirements listed above may invalidate any maintenance/support agreements.

For help and assistance with the U-Design software or your hardware/PC/laptop, please call 0843 208 6972.

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Ultraframe is a trading name of
Ultraframe (UK) Ltd.

www.ultraframe.co.uk