

# Media Release

## iPad App for Architects Accelerates Project Definition

*Firms go from initial meeting to proposal in real time.*

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TULSA, Okla. – Architactile today released Inception, the world's first software application designed for architects to accelerate project definition and proof of feasibility for architectural projects. Released exclusively for the Apple iPad, Inception offers architects a set of tools to rapidly create and manipulate high level project scopes, conceptual budgets, and bubble diagrams that can be instantly emailed to prospective clients as high-quality, firm branded PDF files.

"Using Inception drastically reduces the time required to determine project feasibility," said Matt Galloway, Architactile's Founder & Chief Technologist, "and not just for the architect, but for the prospective client as well. Inception gives the architect tools to both rapidly assess a project and quickly and easily communicate the findings to the prospective client even before the initial meeting is over."

Inspired by BIM, Architactile Inception uses a project model instead of a collection of disconnected documents. Once the parameters (net area, occupancy, etc.) of a required space are defined, Inception automatically creates a corresponding written scope and a proportionally sized bubble on the project's bubble diagram. Using this approach eliminates the challenge of manually creating and maintaining exhibits with outdated tools like Microsoft Word, Excel, and Visio. Inception creates complete client-ready exhibits based on the current model in seconds rather than days.

"The architect finally has a place to collect the critical information needed to asses the project, tools to synthesize that information into a high level scope and conceptual budget, and a painless and immediate way to communicate these in writing to the prospective client," Galloway said, "Every prospect is either a project or it's not. Inception is simply the fastest way to determine with which type of prospect you're dealing."

Architactile Inception for Apple iPad is priced at \$499.99 and is available now in Apple iTunes App Store (<http://itunes.apple.com/us/app/architactile-inception/id412760682?mt=8>). Images can be found here <http://architactile.com/pressimages>

**About Architactile:** Architactile is a Tulsa, Okla., based startup founded in March 2010 that develops and markets innovative Apple iPad software designed for the AEC industry. Its first product, Architactile Inception, is designed to accelerate project initiation by taking the drudgery out of defining high level project scopes and conceptual budgets. For more information, visit <http://architactile.com>.

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