

MEDIA RELEASE

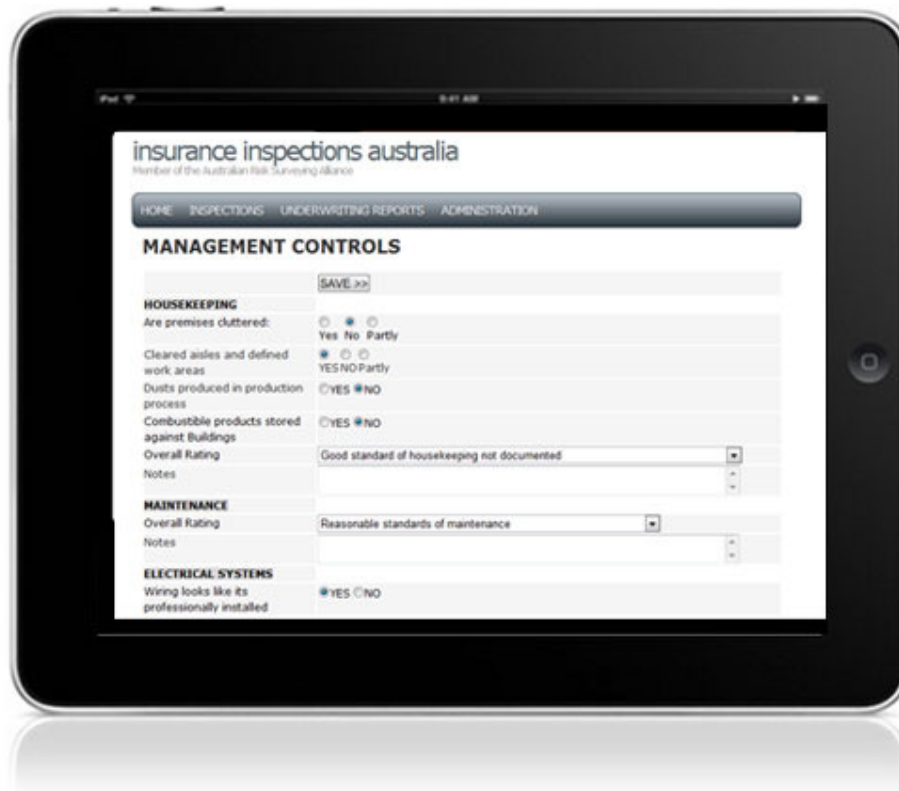
FOR IMMEDIATE RELEASE

INTERACTIVE CONCEPTS ANNOUNCE THE FIRST iPad WEB BASED APPLICATION FOR RISK SURVEYING

With potential report writing cost savings of up to 60%

Sydney, NSW, 5th July 2010

Bob Anderson, Principal and Founder of Interactive Concepts announces the development of an iPad Application for Risk Surveying.



Bob believes this is a Global first with the potential to achieve report writing cost savings of up to 60% and speed up report writing times. In fact, the report could be emailed immediately after the inspection at the factory gates.

Bob said that his company had been using old tablet PCs with unsatisfactory results. The iPad 2 offered what Bob believed was necessary for Risk Surveying and overcame previous problems with:

- **Weight** – The iPad2 weighs only 600 grams and is ideal for field use;
- **Battery Life** – The iPad2 has a battery life of 10 hours. Bob says that during testing, they completed four inspections in two days without a battery charge.
- **Screen Display**- The iPad2 has an industry leading display and according to Bob, the display is excellent whether in bright sunlight or internal lighting
- **Navigation**- With the old tablet PC's, you had to scroll down the side tabs. iPad2 finger navigation allows you to scroll up and down the report form instantly.
- **Inbuilt Camera** – You can take photos with the iPad, a separate camera is not necessary

Bob said that they were excited with what the prospects of the iPad offered and decided to developed **iRiskSurveyor** as a web based iPad application for Property Risk Surveying.

With **iRiskSurveyor** you can complete a full underwriting report with photos whilst on site and there is the facility to email a PDF report to the Underwriter, virtually from the front gate of the factory. Bob says that there is no report writing, as you do not have to type your hand written notes into a report format back in the office. In fact, there is the potential to reduce report writing costs by up to 60%.

Bob said that he has been in the Risk Surveying industry for over 30 years and considers that this is a major breakthrough for the Industry. We are proud to be global leaders in this initiative.

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