



An industry first: Surface Computing for devising and selling life insurance plans.

Groupama introduces an innovative way of devising and selling life insurance plans using a Surface Computing application designed by IntuiLab. This forward-looking application is anticipated to be deployed in insurance branches and mobile devices for account managers. This new step demonstrates the growing interest for applications geared towards selling products and services, particularly in the assurance and banking markets, and strengthens IntuiLab's leadership in the field of Surface Computing.

Nantes, October 15th, 2009. At the 64th Congrès de l'Ordre des Experts-Comptables (France's Chamber of Chartered Accountants), Groupama/Gan Insurance has previewed an application that assists account managers, on the go or at the insurance branch, in educating a client about the need to take a long term (life!) view at personal finances (including savings) in order to prepare for retirement under the best possible financial conditions.

Technology-wise, this is the first Surface Computing application in the insurance field which runs on both Microsoft® Surface™ (in the branch) and Windows® 7 (in mobile mode). Surface computing is the term for the use of a specialized computer UI in which traditional UI elements are replaced by intuitive everyday objects. Instead of a keyboard and mouse, the user usually interacts directly with a multi-touch screen.

From a perspective representing a person's lifespan, the client puts objects on a Microsoft Surface corresponding to different life events that have a financial impact such as weddings, births, estate or retirement. By entering actual and expected income, the client simulates and visualizes in a very simple way the financial implications of these various events. Thanks to the educational and memorable effect of the application, the client can, with the assistance of the account manager, consider different strategies for long-term investment. In mobile mode, objects are replaced by interactions on the touch screen of a Windows 7 multitouch Tablet PC.



According to Erik Gendre-Ruel Director of Innovation at Groupama, *"These new natural interaction devices allow the customer to truly touch (literally) and understand the important financial matters that will be faced during life. The illustrative, tactile and tangible virtues of Surface Computing applications significantly increase the involvement and the ownership of the client and thus, provide an excellent educational tool."*

"Our first successful collaboration with Groupama demonstrates our expertise in the field of Surface Computing applications, especially in connection with the recommendation and sale of services." adds Vincent Encontre, CEO of IntuiLab. *"Surface Computing will completely renew the vendor/client relationship whether in a branch or on the go. Through IntuiFace, our multi-*

surface software platform and its sc-commerce extensions for the presentation and sale of product sand services, we are well positioned to address this market whose growth is accelerating."

The application will soon have real-life testing in a few branches and, depending on results and customer feedback, Groupama will proceed with its deployment.

About IntuiLab

Founded in 2002 and headquartered in Toulouse, France, IntuiLab is a leader in the design and development of surface computing-based applications. Through IntuiFace, the company's portable, scalable and extensible software surface computing platform, IntuiLab delivers and deploys applications that bring tangible returns on investment to its clients by providing their customers and users with a more natural, immersive and memorable interactive experience. IntuiLab is a Microsoft and Adobe partner and has clients in a wide variety of industries such as retail, food and health, banking, aerospace and defense, telecoms and hospitality. More information at www.intuilab.com.

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