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## REGIONS

EL PUNT | Friday, April 19, 2002

A Girona-based company presents BMW with a pioneering computerized auto-estimate

1 Soft Tecnosistema will put it on sale for dealerships in Spain and Italy

MÓNICA CABRUJA / Salt · The Girona-based company 1 Soft Tecnosistema SA presented yesterday at the BMW dealership in Salt a pioneering computer system it has designed which, through a touch screen, provides clients with a very useful tool for obtaining initial information on the existing offer for the vehicle they wish to purchase, including the corresponding quote. The IPV5 Car-Auto will be made available for sale to all dealerships in Spain and Italy.

The touch-point of sale is a tool designed to provide a new way of assisting customers. It is a program offering a wide range of information about models, vehicle features, colors, and prices. Clients can obtain a personalized quote, and sales representatives can also use the program for sales. With this system, if desired, one can obtain detailed information before making an inquiry.

Àlex Conesa, project manager, and Xavier Lidon, commercial director, during the presentation. / M.C.

The IPV5 Car-Auto is designed by the Girona-based company 1 Soft Tecnosistema SA (1st Sistema). According to the company's project manager, Àlex Conesa, "touch-screen technology stands out for its ease of use." The commercial director of 1st Sistema, Xavier Lidon, stated that the new system aims to simplify vehicle commercialization. Company representatives noted that "it is very likely that multimake dealerships will appear, some located in large retail spaces," and the new system will facilitate sales and save customers time.

1 Soft Tecnosistema SA will present the new range of IPV5 Auto-comanda touch-screen computer applications at IBM in Barcelona, Madrid, and Milan.