

## PRESS RELEASE

R-M Automotive Refinish Paints – December 2011

### Smart R-M: Color Explorer Online now available on Smartphone!

**Available from November 2011, the R-M Color Explorer Online mobile application will make the job of painters in car repair shops easier, in particular bodyshop's productivity and performance in colour research. Colour searches by smartphone, this application will be faster and more reliable.**

Most of the R-M bodyshops throughout the world have internet access and use Color Explorer Online, the colour-searching tool that helps them to find the right formula in no time. Painters who use their smartphone for internet access in large bodyshops for example, or regions like Skandinavia or Siberia, will benefit from the next generation of Color Explorer Online mobile application from November 2011. "By launching this mobile application we aim to help our customers to be even faster and more effective in the colour searching process", explains Roland Ricard, Color Systems Product Manager at R-M in Clermont.

#### **Direct and more efficient**

By connecting to the Color Explorer Online software using his Smartphone, the painter enters the colour code shown on the vehicle and is provided with a list of variants and matching Colormaster card references. All he needs to do now is look for the set of cards in Colormaster, select the right colour and see the formula displayed on the screen. No more trips backwards and forwards between the vehicle and the office, lists to print and risks of time wasting copying errors in noting down the reference number!

#### **All the functionalities of Color Explorer Online, and mobility on top!**

"The Color Explorer Online on Smartphone application offers exactly the same functionalities, volume of data and frequency of updates as those available on the computer, in over 30 languages. It has merely been adapted to make it easier to read on the small screen" emphasises Roland Ricard. "This mobility will bring real advances in bodyshops: fewer unnecessary trips, fewer errors, and quite simply, more productivity."



# Press Release

R-M pioneered the use of this technology back in 2000 when it launched a WAP compatible application, which enabled internet pages to be displayed on a mobile phone. "But at the time, the market was not sufficiently mature: the mobile phone ownership rate among users and the speed of the network was inadequate" remembers Roland Ricard.

## **When a Smartphone maximises productivity**

Today, everything has changed. France, for example, has one of the highest mobile phone ownership rates in Europe: over 80 % of the population has a mobile phone, over 7 million people use a Smartphone. The mobile network offers a very satisfactory bandwidth and rate of coverage. Asia is still in the lead, but in France and Europe the mobile phone ownership rate is increasing rapidly. This trend will become more accentuated in future years due to the significant fall in the price of Smartphones as the market reaches maturity. "All the conditions are now in place so that more and more bodyshops will use this tool", concludes Roland Ricard.

By offering Color Explorer Online on Smartphone, R-M yet again affirms its ability to develop innovative, user-friendly solutions and services to help its customers make lasting improvements to their performance and profitability.

**Web Site R-M : [www.rmpaint.com](http://www.rmpaint.com)**

**CARIZZMA by R-M Website [www.carizzma.com](http://www.carizzma.com)**

## **R-M Automotive Refinish Paints: an important part of BASF Coatings**

Under the R-M brand, BASF markets a comprehensive range of automotive refinishing paint systems, focusing on eco-efficient waterborne basecoats and high-solids paints. By using these systems all legal solvent-reduction requirements can be complied with anywhere in the world, and with regard to appearance and resistance, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish is approved by most of the leading car manufacturers for aftermarket repair and chosen by the world's most prestigious car companies for its color expertise.

### **For all further information, please contact:**

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