

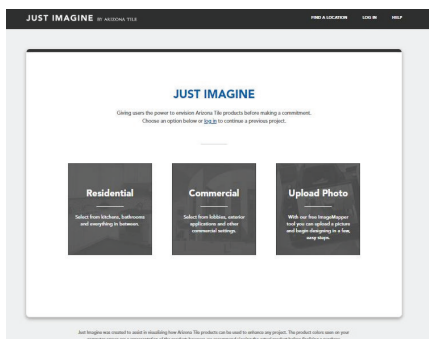
For immediate release

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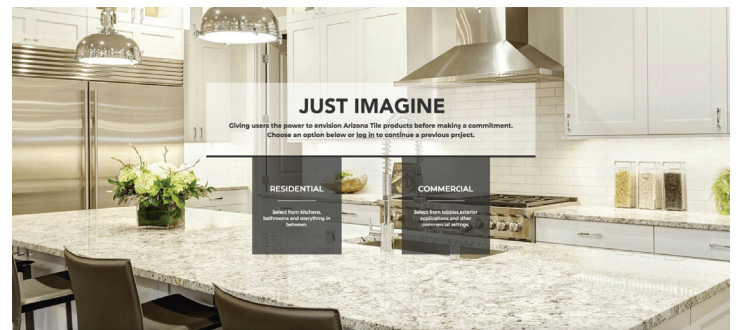
Just Imagine Visualizer: New and Improved

In Summer 2019, Arizona Tile's Just Imagine Visualizer was completely overhauled. Using feedback regarding the hindrances of its predecessor, the new update to the design tool was thoughtfully planned with modernization and ease of use in mind. Various upgrades were added that make style conceptualization a breeze and seamlessly bring user choices to life. Some of the most noteworthy improvements aid with product selection and comparison, overall selection views, and updated room scenes. When compared to the original tool, the new Just Imagine tool has a few key features that surpass its previous highlights. A few significant improvements are noted below:

Home Page Before



Home Page Now



Full-Screen Usability

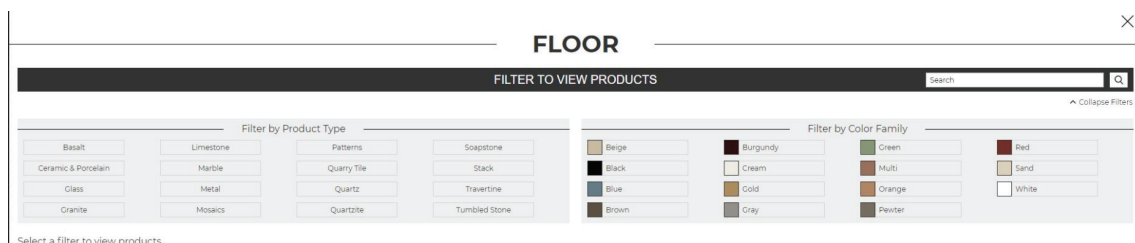
Instead of being confined to a smaller window within a user screen (top left), the site and all photos within the site expand to fit the full size of the screen (top right).

Updated Photos of Room Scenes

All of the photos of room settings and various types of installations which you can choose from have been replaced with new photos.

Search Functionality

In addition to the provided product filters, users can now search for products using the tool's new Search function. This Search function was not available on the site previously (shown below in the upper, right-hand corner).



ARIZONA TILE

Multi-View Options

You can choose between three different ways to view the photo you select and the products you apply – Scene, Palette, Line Drawing (shown right).

Responsive

While the previous version of this site worked on all devices, it was difficult to use on tablets or phones due to the size of the screen and the fact that the site was designed for a desktop screen. The new version is responsive, meaning it “responds” to the device you are on and adjusts to fit that screen size, making it more user-friendly on tablets and phones.

Help Option

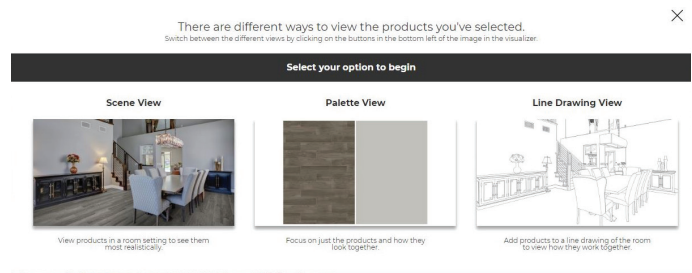
There is a Help option (in the upper, right corner) that provides a video that is about two minutes long and walks through the steps of how to use the site (shown bottom right).

Improved Appearance

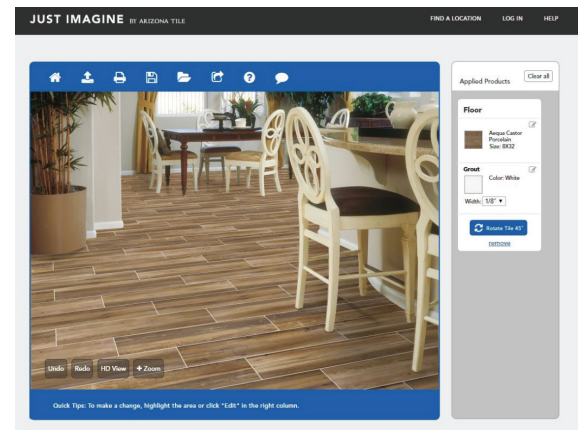
Products look better and more realistic when applied to various surfaces than they did previously for a few reasons. First, the default grout color (for tile) is now set to “match” the tile whereas previously it was white. Secondly, more photos of each tile have been added to the site, meaning there are more variations of each tile being applied in the site. This results in less repetition and a more realistic display (shown right).

About Arizona Tile

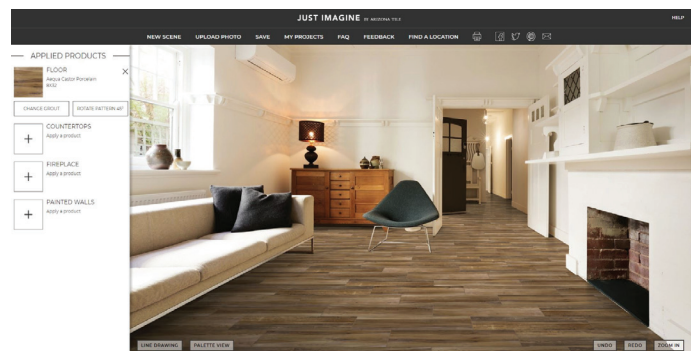
Founded in 1977 in San Diego, California, Arizona Tile has grown into a nationally recognized commercial and residential distributor with twenty seven locations in eight Western states. Arizona Tile is one of the largest independently-owned importers of stone in the United States, offering more than 300 varieties of granite, quartz, marble, quartzite, limestone and travertine, plus unique glass mosaics, porcelain tile and other design creations. Founded by John Huarte, former NFL player and Heisman Trophy winner, the company is still family-owned after more than 40 years.



Multi-View Options



Aequa Castor with White Grout in previous site



Aequa Castor with "Matching" Grout in new site