

VISUALIZE THIS!

Wouldn't it be great to see how the new flooring you're selecting will look exactly in your existing kitchen? Well, now it's possible.



MSI ATLANTA SHOWROOM

Technology can be a wonderful thing — especially when picking materials for a home remodel or new construction. Now, homeowners or builders can combine photos of their existing home with photos of tiles, natural stone and more, and the result is a computer-generated composite view of their living space. This technology is totally re-envisioning how customers select natural stone and tile for their interior and exterior design projects as it allows them to better imagine what the materials and colors chosen will look like together.

Available through MSI, Sales Director Greg Vannostran, bases their Visualizer Tools' success on his clients' positive feedback, "Yes, this is a very impressive tool. It really gives the customer a clear vision of inspiration for the finished product."

MSI's popular web-based Virtual Kitchen Designer tool is now available for the iPhone and iPad and they have recently launched the Bathroom Visualizer, Countertops Visualizer and Stacked Stone Visualizer for an even greater number of design options.

And the process couldn't be easier — or more fun! Samples can be accessed through their website, but for a greater number of material selections, visit their extensive showroom and experiment all day. Here's how it works: All of the samples in the showroom will be labeled with a QR code. Homeowners can simply wave their camera phone on the QR code and the product information will appear on their phone. From there, access the Visualizer Tools. "I would highly recommend that

customers come in with a picture of their home saved on their smart phone," advises Vannostran.

For individual projects, there are flooring samples and countertop products to choose from, and dozens of stacked stone styles for interior and exterior walls. Whole room renovations really benefit from the Virtual Kitchen Designer which provides thousands of design combinations including cabinet colors, backsplashes, countertops and flooring, and the Bathroom Visualizer offers the same the options plus shower surrounds.

Ask your designer, architect or builder if they have these capabilities. MSI extends this technology to their trade partners who can link to their company websites.

Visualizer Tools are perfect when making modifications

to a current space, whether it's a complete remodel or just a freshening up. So, before everything is set in stone — literally — now it's possible to get a glimpse of what your project is destined to be.

MSI does not sell to the public but everyone is welcome to browse the selections for their designer, architect or builder to purchase. Their newest location in Austin, opening in early June, will service the San Antonio market as well. Boasting over 70,000 square feet, of which 15,000 square feet is dedicated showroom space, design possibilities are endless. ♦

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