



FOR IMMEDIATE RELEASE

Contact:

Brett Hunt

[Dacor](#)

(800) 793-0093 ext. 3234

bhunt@dacor.com

**DACOR APPLIANCES NOW FEATURED IN AUTODESK HOME DESIGN AND
VIRTUAL SHOWROOM APPLICATIONS**

*Professionals and consumers can now experience greater design
freedom when planning kitchen remodels*

COSTA MESA, Calif. – February 23, 2010 – [Dacor](#)[®], market leader in luxury kitchen appliance design, manufacturing and distribution, today announced the brand is the first featured in the [Autodesk Project Dragonfly](#) technology preview. Project Dragonfly is an intuitive and highly engaging, free web application that homeowners can use to configure room designs and layouts on the fly from any computer or browser. In addition, Dacor products are now also available in the [Autodesk® Seek](#) web service and through the [Autodesk Showroom](#) web application. The addition of the Dacor brand and products to these web applications provides users with instant access to product images and information about [Dacor's](#) entire suite of kitchen appliances for easy placement into custom layouts and design scenarios to gain a truly personalized experience.

[Dacor's](#) complete line of cooking, refrigeration and dishwashing products in [Epicure](#), [Millennia](#), [Preference](#) and [Integrated](#) styles are available through Project Dragonfly, Autodesk Seek and Autodesk Showroom to help users effortlessly design the kitchens they most desire. Design professionals, builders and consumers can access the applications by visiting the [Design](#) section at www.dacor.com.

“This new web-based home design application from Autodesk is making it much easier for Dacor to display the breadth of our product line and provide our customers with a personalized buying experience that will help them understand how our appliances will look in their homes,” says Steve Joseph, Vice President of Marketing with Dacor. “While physical showrooms, spec sheets and paper catalogs are still important, we’re confident the innovative technology of [Autodesk Seek](#), [Autodesk Showroom](#) and [Autodesk Project Dragonfly](#) will provide us with a competitive edge.”

[Autodesk Seek](#) allows design professionals to search specifically for the building product design files they need—in the form of 3D models, 2D drawings, visual images, and part and product specification data. The service includes access to information from over 1000 building product manufacturers into a single, unified search experience.

- more -



DACOR APPLIANCES NOW FEATURED IN AUTODESK SEEK APPLICATIONS – Page 2

[Project Dragonfly](#) is a free web-based home design application that simplifies home improvement projects. Consumers can directly participate in the design process using the intuitive interior design tool to rapidly layout and furnish their kitchen and design professionals can instantly share concepts with clients. Users can share design scenarios with family and friends before selecting, and with the ability to include [Dacor](#) branded luxury kitchen appliances in project layouts, they can have more confidence in their remodeling choices.

[Autodesk Showroom](#) is an interactive web service which allows consumers, designers, builders and architects to mix and match products in lifelike settings via their website. Using Autodesk Showroom powering [Dacor](#)'s web site, visitors can view entire suites of [Dacor](#) appliances, and mix and match [Dacor](#) appliances with other kitchen elements to create their own photo-realistic kitchen visualizations.

About Dacor: *Family-owned since its beginning in 1965, California-based [Dacor](#) is the innovator of the most stylish, luxury kitchen appliances that provide the optimum ownership experience for people who are passionate about the details of cooking. The company has introduced many industry firsts including an [outdoor grill](#) with built-in halogen lights, [Illumina™ Burner Controls](#) with blue LED lights, the patented [RapidHeat™ Bake Element](#), [color-infused glass appliances](#) and the world's only [30" dishwasher](#). Offering a complete line of American-made, luxury kitchen appliances, which includes wall ovens, ranges, cooktops, dishwashers, warming drawers, microwaves, ventilation hoods, refrigerators, wine storage and outdoor appliances, the company is committed to reducing the energy demands of its operations, maximizing the efficiency of its products and implementing sustainable business practices.*

For more information on Dacor, its product line and [local dealer locations](#), visit www.dacor.com, contact Customer Care at (800) 793-0093 or visit the [Dacor Design & Culinary Centers](#) in Los Angeles, Atlanta or San Francisco.

###