

# icovia® room planner

## Benefits include:

- Easiest-to-use and most powerful room planner available
- Collect the contact information of all users using Icovia
- Reduce returned furniture costs due to 'no-fits'
- Prospective buyers will begin arriving in your stores with their floorplans in hand and ready to purchase
- Engage buyers before they even step into your store
- Room planner users purchase 16x more furniture because they are buying rooms not furniture
- Plus many more!

## Proven Results

Retailers using Icovia see new customers every month through existing customers that email their friends, family and interior designers from the room planner. With this 'word of mouth' marketing the Icovia room planner can pay for itself in a very short period of time.

## Effortless to Launch

You can have a private-labeled Icovia room planner up and running in just a few days at an affordable price. Don't have the time or resources to work this onto your website? With Icovia you do, Hookumu handles the setup and hosting, all you need to do is add one link to your website, we handle the rest!

## Catalog Integration

Display furniture information directly in the room planner including exact dimensions, product descriptions and even photos of the furniture. Using your product catalog database or building one from scratch this can be accomplished in just a couple of weeks.

Learn more at [www.icovia.com](http://www.icovia.com)

**Hookumu inc**  
intelligent web applications

## For more information

Contact Steve Street  
steve@hookumu.com  
tel: 617.880.2543  
<http://www.hookumu.com>

## IN THE MARKETPLACE

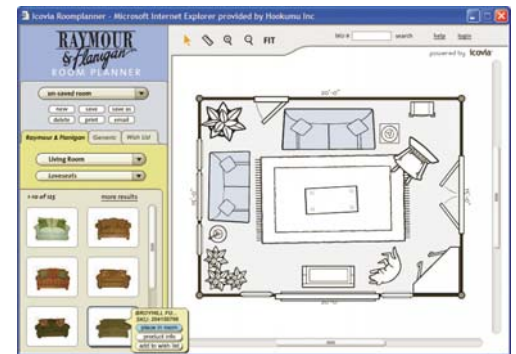
### Jordan's Furniture

[www.jordans.com](http://www.jordans.com)

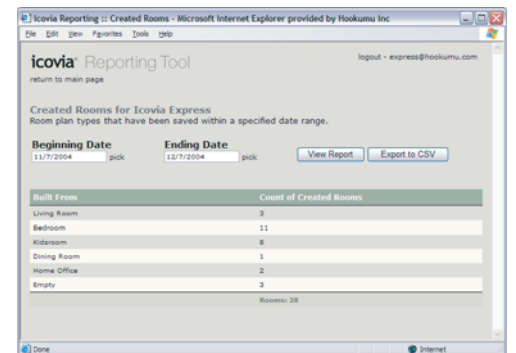


### Raymour & Flanigan

[www.raymourflanigan.com](http://www.raymourflanigan.com)



## Reporting tool:



- Shows emails of all users
- Displays number of plans saved
- Display types of plans saved
- And more

Hookumu is a web design and consulting firm that produces the Icovia room planner product for retailers, manufacturers and Interior Designers.

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## CUSTOMER TESTIMONIALS

"Hookumu's Icovia has worked very well for us. We've seen very positive results in the first months and have calculated a very short term ROI period. Hookumu is among the best technology partners we've worked with distinguishing itself as an extremely competent, energetic and fair group of people."

Peter Clark  
Director Information Systems  
**Jordan's Furniture**

"Bose was looking to add a unique and memorable experience to bose.com that was representative of the Bose image, brand and reputation. Hookumu's creation combines a personalized user-experience with a revenue-generating, e-business application, delivered within our aggressive time frame, all of which were critical to the success of the project."

Amanda Cooley  
Manager, Interactive Tools and Services  
**Bose Corporation**

"We have received nothing but praise from our sales "Rave reviews regarding the room planner! It is simple to use and an easy way to get the customer excited about planning their room. I have been successful in adding extra pieces to several rooms, including rugs and accessory tables! (\$\$\$). "

Sales Associate  
**Jordan's Furniture**

"We have received nothing but praise from our sales associates and customers concerning our newly launched Icovia room planner. As a company, we are reaping the benefits of satisfied customers."

Mike Woodward  
Director Information Systems  
**R.C. Willey**

"These people understand furniture. THAT's a compliment"

Dwight Ball  
**Rose Furniture**

"A new software package by Hookumu Inc...turn(s) out to be one of the very best...snazzy: easy, efficient, and eminently customizable"

**The Boston Globe**

"Customers expect a high level of service from us, making the addition of Icovia a natural step."

Josh Tatelman  
Merchandise Strategy Manager  
**Jordan's Furniture**

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