



04 February 2008

MYDECO LAUNCHES

***The team behind lastminute.com announces the launch of ITS HIGHLY ANTICIPATED
NEW INTERIOR DESIGN SITE***

The creators of lastminute.com today launched mydeco (www.mydeco.com), the new website that will transform the way we shop and design for our homes, just as lastminute.com transformed the travel industry.

mydeco makes it easy and enjoyable to furnish your home using the latest online technology.

The site offers a host of innovative elements including a powerful search engine, revolutionary 3D room-planning tools, and a highly developed online community. It has been created leveraging open source technologies such as Django for the application server framework and Xapian for the search technology.

The mydeco development team includes many of the core team at lastminute.com, one of Europe's most scalable and sophisticated European e-commerce sites with last reported sales at over £1.3bn. Between them they have over 50 years experience, just from lastminute.com, in web architecture, R&D and production and have used this knowledge to create a web 2.0 site on an open architecture. This has enabled teams from Central Europe, Japan and Latin America to collaborate.

Founder and executive chairman Brent Hoberman says: "mydeco helps you get more out of your home. The site uses technology to empower consumers by giving them unrivalled choice, design advice and unique room-planning tools."

Search engine

The site's 'intelligent' search engine houses over 1.5 million products available for purchase, and searches can be refined in original ways including by size and by style. User feedback will be directly incorporated into the search engine so that results evolve to become more accurate over time. Further advanced features include faceted search and automatic suggestion of similar items. The powerful search features are used throughout the site for searching articles, blogs, tips and user profiles as well as products.

Design tools

The revolutionary 3D room-planning tools were built using Flash, with no download for over 95% of web users, and offer users the opportunity to see furniture and decoration as it will look in a room. Photos and floor plans are uploaded and made editable so that every aspect can be modified to create an ideal living space. Home accessories, furniture and furnishing can be sourced from mydeco's database of 3D models and dragged and dropped into the Flash tools. The technology enables users to perform real time rendering of rooms which can then be emailed, printed or shared online.

mydeco community

The site's community will include discussion forums, tips from established interior designers, and P2P sharing of designs through personal profiles. mydeco has created a personal style-profiling facility with the visual DNA company Imagini (www.imagini.net). A style is assigned to community members by gathering visual responses to certain questions. In this way, community members can be connected to people of similar style tastes, and share their home designs and tips with each other.

David Kelly, CEO, mydeco said: "In the US more than one in ten furniture purchases are now online. The same will happen in the UK. We know that consumers want to buy their furniture online, but no previous site has enabled them to with such ease, variation and style."

- ENDS -

Notes to editors

The mydeco management team includes:

Brent Hoberman – Founder and Executive Chairman, Founder of lastminute.com
David Kelly – Chief Executive Officer, ex-COO of eBay Europe and lastminute.com
Martha Lane Fox – Non-Executive Director, also on the Board of Marks and Spencer and Channel 4, Founder of lastminute.com and ex-Group MD of lastminute.com
Paul Chudleigh – Chief Technology Officer, ex-Head of Technical Architecture and Head of Software Development at lastminute.com
Pia Munden – Design Manager, ex-Studio Manager at Laurence Llewellyn-Bowen
John Hitchcox – Non-Executive Director, CEO Yoo Ltd
Tom Teichman – Non-Executive Director, Chairman of SPARK Ventures plc

Other mydeco investors include:

- SPARK Ventures
- Edward Atkin, Founder of Cannon Avent
- Yoo Ltd, the property branding, design & investment company lead by John Hitchcox and Philippe Starck

- Arts Alliance, represented by founder Thomas Hoegh
- Lord Rothschild's family interests
- Marc Samwer, Co-Founder of Jamba and European Founders Fund
- Marc Worth, Founder of Worth Global Style Network
- Jez San, Founder of Argonaut Software, ARC and pkr.com
- Atomico Investments, co-founded by Niklas Zennstrom and Janus Friis, founders of Skype and Joost

Design tools:

The revolutionary free visualisation tools on the site offer a unique opportunity to visualise designs in 2D and 3D.

- **Decorate my photo** enables customers to see the effects of changing colour schemes, wallpaper, flooring and fabrics within photos of their own interiors, and all without having to raise a paint brush.
- **Furnish my photo** also works with the customer's own photograph to allow the user to quickly add new furniture to their own room. Furniture can be rotated and moved in perspective.
- **3D Complete Room Planner** allows customers to re-create entire rooms in 3D. Customers can build, decorate, furnish, and finally view a room in 3D. mydeco users can draw their own floor plans from scratch, choose from pre-defined room shapes or trace over a floor plan they already own. Customers can then apply colours, wallpaper and flooring, and choose from 20,000 3D models of real furniture to decorate their space. Finally, users can view rooms from varying vantage points and see them rendered in high quality 3D. The technology enables users to perform real time rendering of rooms which can then be emailed, printed or shared online so that users can show off their designs or get tips and advice on how to improve them.