



## Fact Sheet

roomsalive™ is the go-to online source for fresh design ideas and specialty home furnishings. From boutique accessories and fine art to flooring and wall tile, roomsalive™ has it all.

roomsalive™ makes design simple with design advice from top designer Marc Thee, inspirational photos and concept drawings, and the proprietary 3-D Virtual Design Studio, where consumers can interact with products in a photo-realistic setting before they buy them. Shopping for interior furnishings has never been more easy and fun.

Marc Thee is a leading authority on home fashion and interior design. He is the website host and Creative director of roomsalive™, which features fresh design ideas, interactive design tools and a unique home furnishings shopping experience. In addition to his roomsalive™ roles, Marc continues to lead the number one residential interior design firm in the United States, Marc-Michaels Interior Design based in Winter Park, Florida, a position he has held for more than 20 years [*Interior Design*, Design Giants 2010].

**roomsalive™ is the only 3-D home design destination.**

### **Website Features:**

Virtual Design Studio – Users tap into their creative sides when designing rooms with the proprietary 3-D photo-realistic design tool. Two levels of interactivity answer the needs of consumers: the Freestyle option allows the user total freedom to sample any of the dealer located items in the system; while the Design-guided option ensures a fail-proof design with selections hand-picked by the website host and interior design expert, Marc Thee.

Designer Aisles – Specialty goods, artwork, accessories, furniture, lighting, and millwork are all items found in the roomsalive™ Designer Aisles and can be ordered online. Many of these products are hard to find or were formally trade-specified furnishings.

Found Treasures – See what’s hot from the perspective of one of America’s top designers, Marc Thee. Found treasures are antique, rare or one-of-a-kind hand crafted pieces only found on roomsalive™ and nowhere else

Dealer Locator – For products that require installation, shoppers can use roomsalive™ to research, review and compare products and then go to a dealer near them to purchase the product.

Internal Search Engine - Looking for a specific item? Search the growing roomsalive™ database for the item that is just the right fit.

Expert Design Advice – As the website host, home fashion expert Marc Thee guides customers through the roomsalive™ design experience with intelligent design advice videos and photo essays, and the Virtual Design Studio. During more than 20 years of designing high-end residences around the world, Marc has amassed a bank of design secrets that he shares in a casual, smart and entertaining way.

Inspiration Gallery –roomsalive™ visitors can find inspiration in the incredible collection of interiors designed by Marc Thee. Many of these spaces are accompanied by concept drawings that capture design elements such as fireplace mantles, millwork, or floor tile designs. Website users are invited to download and print these drawings for use in the design of their own homes at no cost.

**Founded: 2008**

**Site to launch: 2011**

**Number of employees: 60**

**President: Mark Lorberbaum**

**Web Address: [www.roomsalive.com](http://www.roomsalive.com)**

**Marc Thee Blog for roomsalive: [blog.roomsalive.com](http://blog.roomsalive.com)**

**Facebook: [www.facebook.com/designmadesimple](http://www.facebook.com/designmadesimple)**

**Twitter: [www.twitter.com/roomsalive](http://www.twitter.com/roomsalive)**

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