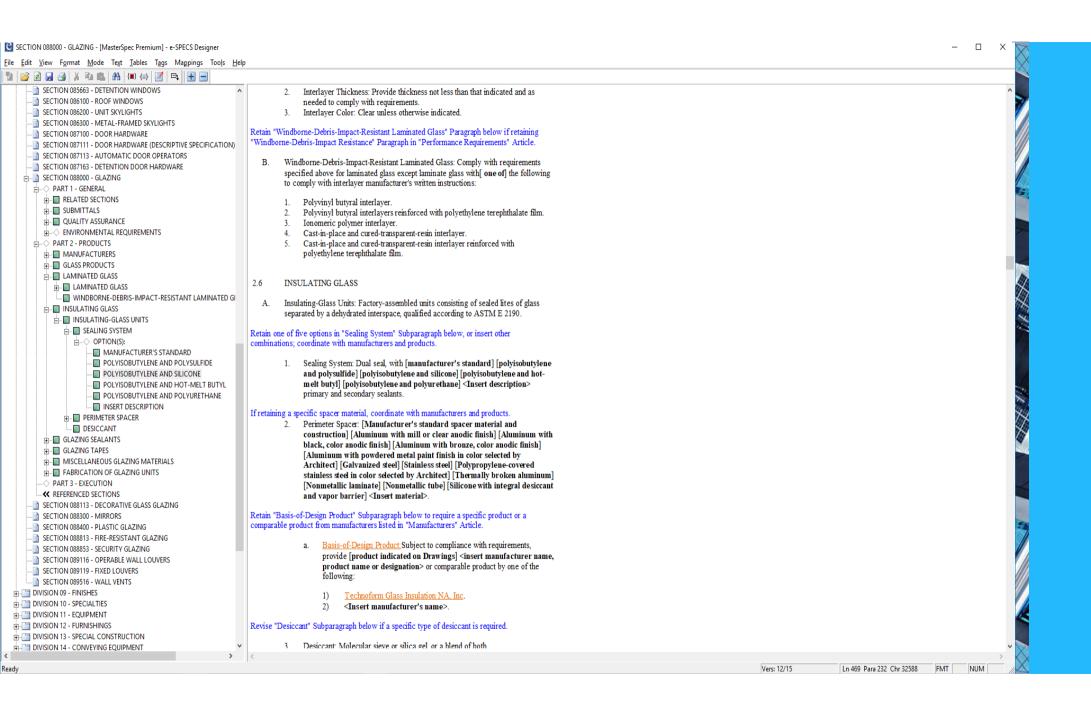
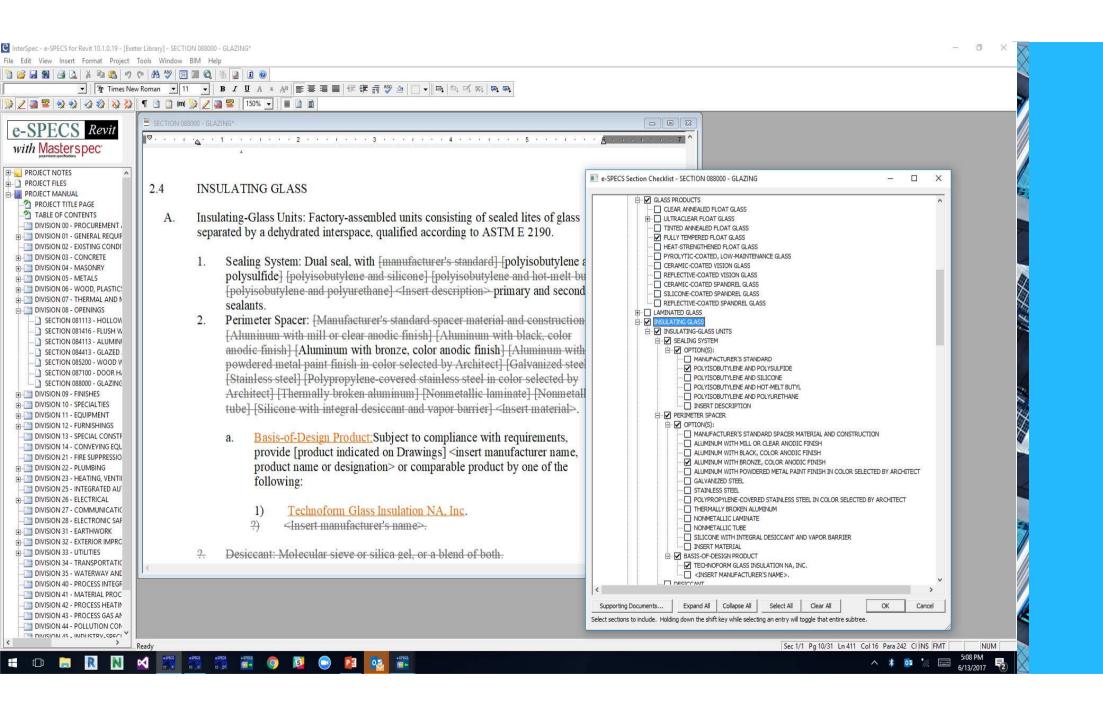
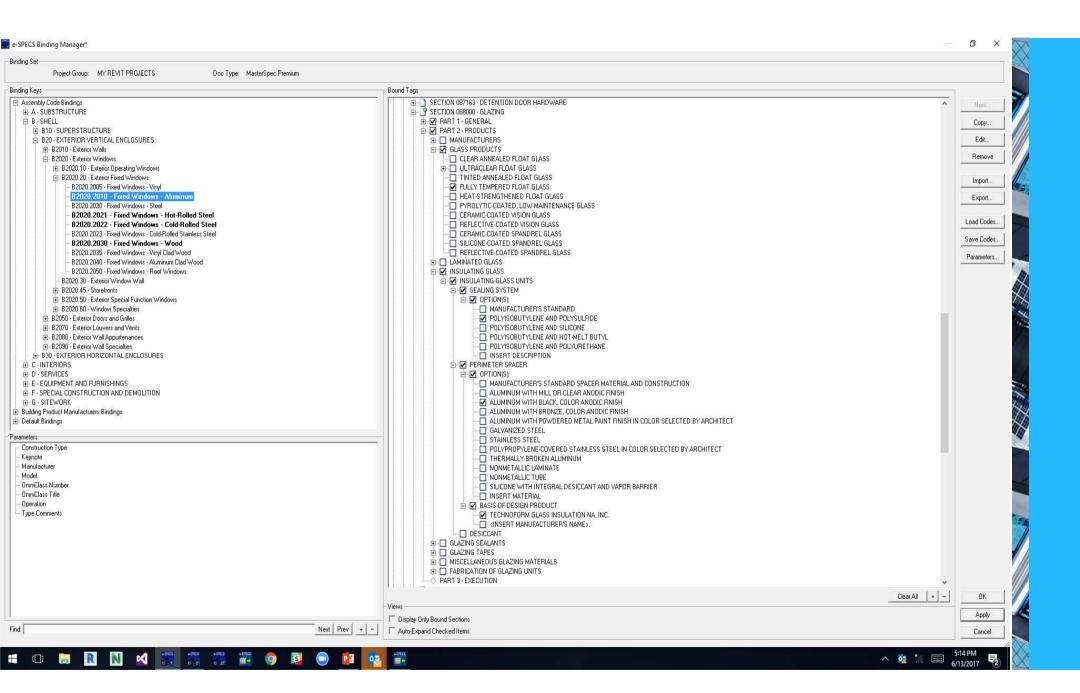
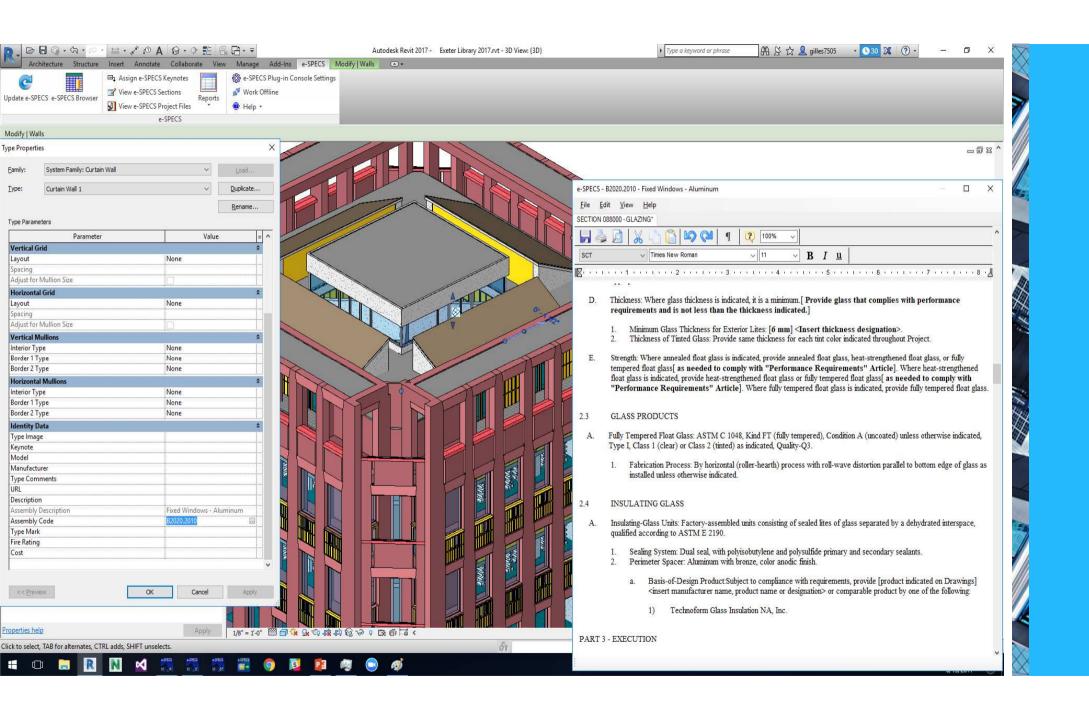
BRIEF HISTORY

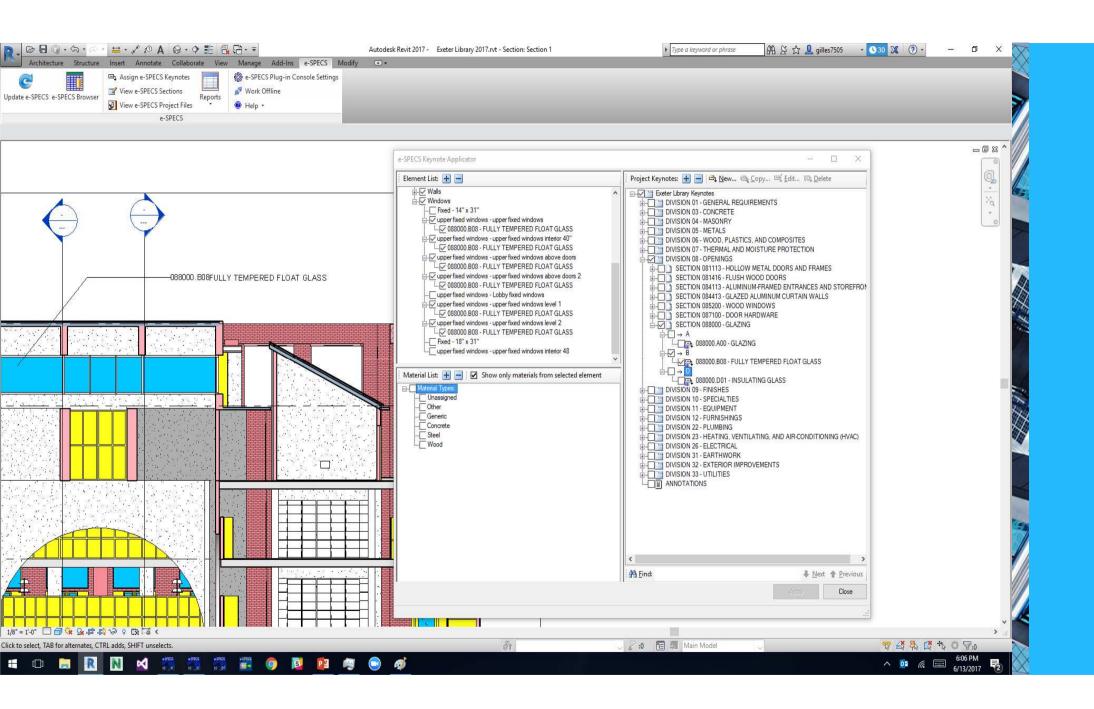
- 1988
 - AIA assigns ARCOM to be the exclusive distributor of all electronic and paper versions of MasterSpec
- 1993
 - Complete research work and e-SPECS prototype developed
- 2000
 - Release commercial version of e-SPECS integrated with AutoCAD
- 2004
 - Release first version of e-SPECS for Revit
- 2006
 - Release first version of e-SPECS for Revit w/ MasterSpec
- 2009-2011
 - Support for Canadian NMS and CMS and Veterans Administration content
- 2013
 - Release of e-SPECS for Navisworks and construction integration
- 2016
 - e-SPECS InfoWare released for BPM online analytics
- 2017
 - Alpine Acquisition ARCOM/InterSpec

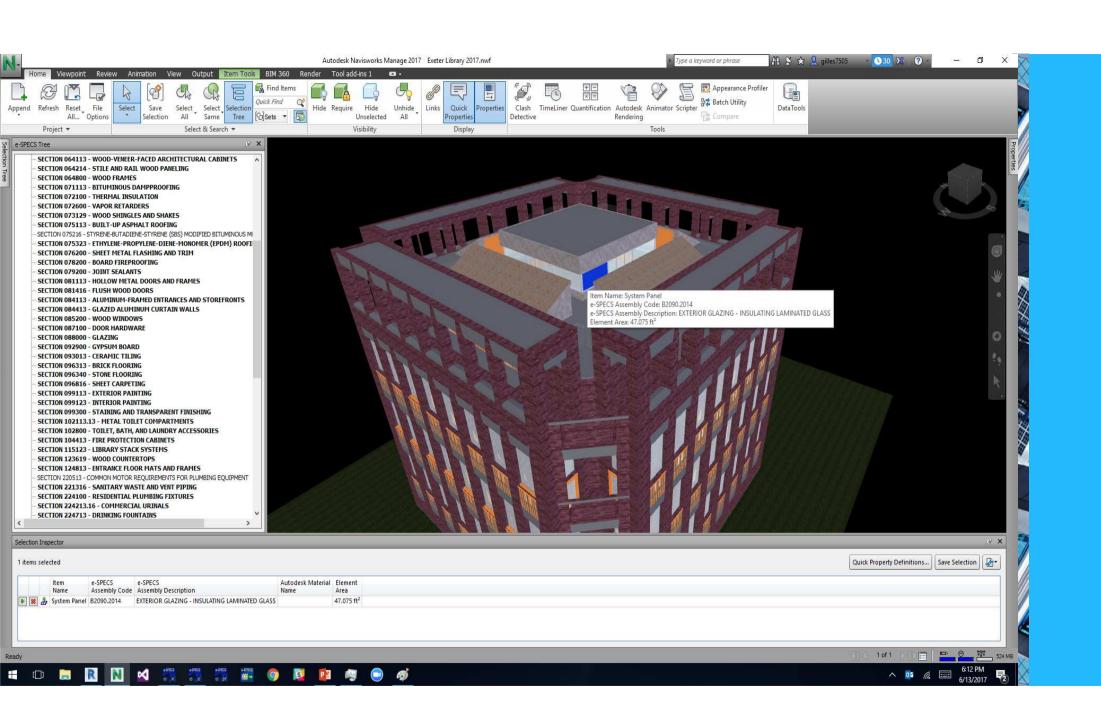














"Five exabytes (or 5 billion, billion bytes) of data could store all the words ever spoken by humans between the birth of the world and 2003. In 2011, five exabytes of content were created every two days!"

The Content Trap, Bharat Anand

A few statistics (Sadistics)

- 93% of teens ages 12-17 are now online more than once everyday
 - 25% almost constantly
- 73% of teens are on a social network
 - 5-1 ratio of virtual friends vs face to face friends
 - 25% of virtual friends have met face to face
 - 1/3 of the time post negative messages about virtual friends
 - 1/4 of teens have had embarrassing info of themselves made public
- 88% of teens send 30 txt messages per day daily
- 71% use not one but all of the following:
 - Facebook Google+ Instagram Twitter
 - Snapchat Vine Tumblr Pintrest

- Male teens ages13-17 via community based gaming:
 - 57% of there friends are gaming friends
 - 56% of gamers feel more connected to people they play networked games with who are not friends

Do you really own IP?

- Facebook alone in 2015:
 - 500 million users daily, 500,000 new users every day, 6/sec
 - 8 Billion videos viewed everyday
 - 1 hour and 16 min on average watching video on digital devices
- By 2014 Google had indexed 30,000,000,000 pages of content

Laura Demasi of Ipsos, Global Research Firm

"Forget Generation 'Z' today's youngsters are 'Generation Free' when it comes to content"

https://www.youtube.com/watch?v=p-3e0EkvIEM

"Only the data I need when I need it for what I need it for delivered instantaneously."

- Gilles Letourneau, AIA