



Autech Software CEO Darren Alexander and Managing Director Rex Hesline.

Autech Directors Inducted into Design Institute of Australia

Autech Managing Director Rex Hesline has today been inducted as a member to the Design Institute of Australia, and CEO Darren Alexander as an Associate Member for recognition of their experience in colour science in the fashion, architecture and software industries.

“I am very excited and privileged to be recognized by a prestigious institute like the DIA in recognition of my passion for colour” Mr Hesline said. “It truly is an honour to now be a part of such an elite group of people”.

The Design Institute of Australia accepts honorary members based on a set of strict criteria, making their membership base the design industries cream of the crop.

A founding director of Autech, Rex pioneered the innovative use of digital colour and the invention of new colour technologies in the 20th century, creating the world’s first digital decorative paint palettes.

Colour has been Rex’s life time passion. Initially trained as a fine artist, Rex diversified into co-ordinating and presenting clothing ranges for a leading Australian Fashion House. With the introduction of the desktop computer Rex was captivated by the possibilities of using electronic colour to show colour relationships in new and exciting ways. Rex identified newly emerging opportunities in the early 1990’s for the mixing of colour using new computing technologies.

Within a few short years, leading building companies such as Pioneer Building Products were using Autech’s software for colour consultation in the building industry.



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The benefits and acceptance of these technologies was obvious and international interest in Autech was stimulated. From here, Rex traveled to over 30 countries, visiting leading paint companies – teaching them of new methods in representing and offering paint colours and considering new ways of applying cutting edge colour science to improve current colour selection and colour delivery. Autech products were showcased at technical shows in Europe and the USA, and the Japanese Government paid Rex to travel and present technology to the External Trade Organization of Japan. Rex was also a member of the Intelligent Australia team showcased at Australia House in London in 1997 and as a representative of the Australian delegation at CeBit in Germany.

Rex Hesline is recognized internationally as a leading expert in the field of digital colour and the use of colour in the decorative architectural and painting markets. His electronic colour research is today used by paint companies around the world to display paint colours and assist paint buyers in better understanding and selecting colour for the home.

Late last century, Rex was the honorary guest at the International Decorative Paint Show to witness multi-national company Creanova premier the world's interactive Paint Palette creation system. This system assisted major Paint Companies to design new colour systems in moments, a process previously taking months.

His work has continued with international colour scientists, programming and graphics teams and paint colour experts, to create a multitude of new paint colour tools.

A hands-on director of Autech, Rex has recently returned from New York, where he was assisting in the set-up of the new Degussa colour studio. This new colour studio showcases the revolutionary Colortrend-e project which Degussa and Autech have spent 3 years developing. Colortrend-e combines ground-breaking digital colour, printing



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and touch screen plasma technologies to provide customers with an interactive colour selection tool in stores.

Autech CEO, Darren Alexander has also been inducted as an associate member of the Design Institute of Australia, for recognition of his wealth of knowledge and experience in the world of colour through his life's work in the IT and paint industries.

Darren spends a great deal of time visiting and observing paint manufacturers, contractors and retailers all around the world. Darren has also had a hand in introducing a selection of new, innovative electronic colour solutions, which have now been made available worldwide.

As a result of the dedication of these two gentlemen, Autech have been awarded various accolades including winning the 2007 G'Day USA Innovation Shootout in New York, the inaugural Tasmanian C-Star award late last year and Tasmanian Exporter of the year in 4 times in the past 9 years.

Formed in 1947, the Design Institute of Australia is a body dedicated to the improvement of community recognition and status of professional designers. Being a member of the DIA indicates your status as a qualified, experienced, ethical practicing design professional in your chosen field.

For more information on the Design Institute of Australia, please visit www.design.org.au



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