

**FOR IMMEDIATE RELEASE**

## **iVisual signs up Estate Agents' Co-operative to power digital window displays**

**(SYDNEY, Australia: 4 October, 2007)** – Australia's leading developer and supplier of shop front digital media display solutions, iVisual, today announced that EAC will provide a data feed from their latest real estate initiative with the Real Estate Institute of NSW, realestateworld.com.au, to power the digital window displays of its member base of real estate agents throughout Australia.

Digital window display technology is the fastest growing segment of new media within the real estate segment. Of 8,000 real estate agents, about 5% have taken up digital window displays as a replacement to paper-based display systems.

For the last two years, iVisual digital displays for real estate agents have been powered by realestate.com.au as well as by the iVisual data loader. With this new content arrangement, iVisual will become a feature of EAC Red Square and realestateworld.com.au, simplifying the process of updating window displays for all EAC members who choose to update their current display systems.

"Digital displays offer the real estate agent a cost-effective and highly attractive means of displaying time-sensitive information" said founder and Managing Director, Sam Bonkowski. "With our technology, the agent is able to use a multi-loader to publish to their window, just as they do to websites or newspapers."

Digital displays are a proven method of increasing participation with a product and have a positive impact on listings and communications with the agent. In other sectors, including banking and retail, marketers report up to a 65% lift in unplanned purchases. iVisual expects digital window displays to become the dominant component of real estate agent window displays within five years.

Sales and Marketing Manager, Damien McDonald, of EAC sees the relationship with iVisual as providing EAC's 1400 members and subscribers with an opportunity to position

themselves as innovative leaders in their communities. "We believe that by facilitating an easier pathway towards digital window displays, that our members will gain an advantage over competitors somewhere in the order of 24 months," he says. "In a tough market, that's a significant time frame that means billions to the market overall."

The service is available to all EAC members immediately.

### **About EAC**

The Estate Agents Co-operative (EAC) is the largest independent real estate organisation in Australia. Formed in Sydney in 1960, EAC is a co-operative of real estate agents who's aim is to exchange information about properties for sale. Known in the property market place for the Multilist service, launched in 1981, in recent years EAC has evolved as a premium service provider to the real estate and property industry now provides a range of solutions to over 1,400 real estate offices, valuation businesses and government departments throughout Australia.

### **About iVisual**

iVisual, a division of Property Display Pty Ltd, was founded in 2005 by property developer Samuel Bonkowski. iVisual is one of the world's most sophisticated and advanced digital content distribution systems and uses the latest wireless, internet, visual and computer hardware/software technologies that allows advertisers to display their listings in a high impact format that is cost effective and easy to manage. iVisual services about 100 clients and partners in real estate, food service, automotive and retail. Property Display Pty Ltd, is a privately held Australian media technology company.

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