

The NEW Real Estate Digital Display Media

suburb | 00 street

lifestyle and location

needed in a quiet, private, sought after location - it's quality full brick single level residence offers an impressive lifestyle for a family - **on over 1200sqm of land!**

- large living room with open bay place and two windows
- 4 A/C and bright bedrooms (with built ins)
- 2 bathrooms
- granite kitchen (top opens large breakfast/family area)
- separate formal dining room
- formal lounge
- cable TV connection
- double garage with remote
- walk off wet high and primary bus to garden and access due to city

country life in the city

example real estate
we are in real estate

For more information on this property - Property ID 123456789...
realestate.com.au
get the most comprehensive real estate listings

ph: 0000 0000
000 example street, suburb
 www.example.com.au

Get the property and other details
SMS
The Property ID is
 167 53 313



Powered by **realestate.com.au**



what is *iVisual*

About *iVisual* creators:

Property Display Pty Ltd, a privately held Australian media technology company, has developed an Australian first, and one of the world's most sophisticated and advanced real estate advertising distribution systems that delivers, internet based, property listings to its digital display, *iVisual*.

Following the strong global shift from print to electronic media, *iVisual* has been developed as a sophisticated, technology based, media platform for digital real estate displays. *iVisual* is exhibited in very high pedestrian thoroughfares and popular gathering places, such as major shopping centres, a perfect opportunity for market-leading agents to display prime real estate to the massive shopping centre visitors.

iVisual is using the latest wireless, internet, visual and computer hardware/software technologies to provide a medium for real estate agents to advertise their listings in a stimulating high impact digital format.

Real Estate agents can have their own branded advertisements displayed on *iVisual*, helping to harness the enormous power of this digital display medium and the internet complementing other aspects of a property marketing campaign.

Property information will be automatically transferred from realestate.com.au on a daily basis - making the service Very easy to manage.

iVisual is as easy as 1-2-3

1



Rent your shopping centre monitor/s

2



Select the *iVisual* option on realestate.com.au

3



Prepare for increased enquiry

You can have extensive, targeted exposure for all your property listings, and your office branding in one of the busiest thoroughfares in the country.

Vendors in the area will know the Westfield Bondi Junction centre's reputation, making it an easy sell for vendor paid advertising



Westfield Bondi Junction



WBJ in the heart of one of the wealthiest enclaves in Australia... Its where you want your listed properties and office branding to be seen...

"[Westfield Bondi] is more for singles and couples, and consumers who are traditionally not 'mall shoppers:'"

It looks like a mall. It smells like a mall. It feels like a mall - but... its 'a different kind of experience' where shopping is 'something fun, inspiring, empowering and fresh'.

Step inside. What's to tell you that you're having this empowering... experience in Bondi? There's Sydney harbour to be glimpsed through the expansive glass, for a start. And the \$750 million poured into the development shows in the expensive finishes. The plants are real (touch them!) The sofas - each one surely placed by a team of retail psychologists and Feng Shui experts - are luxurious leather. The bathrooms are lavish, the muzak is smooth and loud. And yes, that woman's handbag is genuine Louis Vuitton.

The new... WBJ stands in the heart of one of the wealthiest enclaves in Australia. A retail catchment area with the highest household income in the nation, and a demographic largely made up of childfree couples and singles...

To penetrate this high-end market, the creators of WBJ have taken familiar elements of the American-style suburban mall and added a lavish ka-ching. There's a Greater Union cinema, but it also shows arthouse films, and two of the cinemas are 'Gold Class', which means waiter service to your armchair. The 'food court' is rebranded

as a 'unique cafe court'. There the very rich and very thin can sip ginger tea and pick at a bowl of Korean salad, perched on a designer stool, and gazing at the panoramic view of yachts and prime eastern suburbs real estate.

Not feeling inspired and empowered yet? Try the new, unique, world-first Handsfree Shopping(TM). The concept is simple. You go ahead and buy more than you can carry, then the concierge desk sends a porter to carry your bags for you. It's not frenzied over-consumption, oh no. It's an empowering shopping experience. They'll even carry the bags to your valet-parked car at the end of an exhausting day.

WBJ goes all the way. Luxury. Valet. Platinum. Gold Class. Black label. Five star. This is a world pitched squarely at those who have much more to spend than most can ever dream of. And those who can't buy into the dream are way out of sight, completely out of mind. Relax! Spend! You deserve it all. You're special. Empowered. Inspired.

Kate Horrocks
Sydney writer and lawyer



unique features of iVisual

SMS - viewers can capture information from iVisual, any time, by way of text messaging using their mobile phone. The information which will be displayed on the monitor can be "downloaded" into the viewer's mobile phone by simple SMS communications.

The viewers would then retain, on their mobile, a "hard copy" of the important property details, agent details and the property ID number (for further research about this property on the realestate.com.au web site). The agent would, obviously, get a full report, via email, on the nature of this inquiry including details such as the time, location and the property enquired.



Agent Branding - To further enhance your ad appearance and in order to make it look as close as possible to your unique localised print advertising, iVisual has displayed the 17" monitors in a "portrait" position (h=370 w=316mm) which will:

- Create a much more attractive and recognisable viewing experience.
- Enable you to use your own print media template which helps with your brand recognition.
- Highlight, magnify and intensify your current advertising in your local area.
- Using your own print template within the iVisual display makes it easier for you to start using the service - as the design is already worked out.

Powered by realestate.com.au - iVisual is powered exclusively, by realestate.com.au, which is Australia's leading real estate internet site. With more properties than any other site, realestate.com.au is the number one choice for people looking to buy, sell or rent a property. People viewing properties on iVisual will be able to conduct further research, send email and print any of the iVisual displayed properties by visiting www.realestate.com.au



why iVisual?

profile + exposure = SOLD

“The simplicity of the system, its cost effectiveness, the exposure and the ease with which it can be updated, means that it is something real estate agents just can't ignore.”

Market Facts:

- WBJ attract circa 400,000 visits per week. For comparison, the Wentworth Courier has a weekly distribution of 48,500.
- WBJ stands in the heart of one of the wealthiest enclaves in Australia. A retail catchment area with the highest household income in the nation, and a demographic largely made up of child-free consumers.
- WBJ is truly a five star complex positioned squarely at the higher echelon.
- The prominent location of iVisual at WBJ centre court will provide almost 19-hour a day access to property information.
- Target locals and people potentially looking to live in the area

About the Media:

- Use your own template. Design including: logo, colour, style, agent details and layout.
- Fully automatic. When updating your listings on realestate.com.au check the tickbox when asked: "Display listing at my iVisual Shopping Centre Monitor".
- Make your existing internet advertising reach more people, including those portions of the market that do not use the internet

Lead Generation:

- In a study designed to measure the effectiveness of Digital Signage (Wal-Mart TV) Neilsen Media noted a "57% brand recall compared to an industry average of 24% for ads watched on TV at home".
- Increase the public profile of your business and brand with this stylish and attention grabbing system.
- As part of running a real estate agency you need to stay ahead of the game by being across consumer trends and utilising the latest technology.
- We believe that sophisticated technology enhances brand message and will improve inquiry from prospects, as clearly experienced by other technologies such as the internet, email and mobile phones.



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