

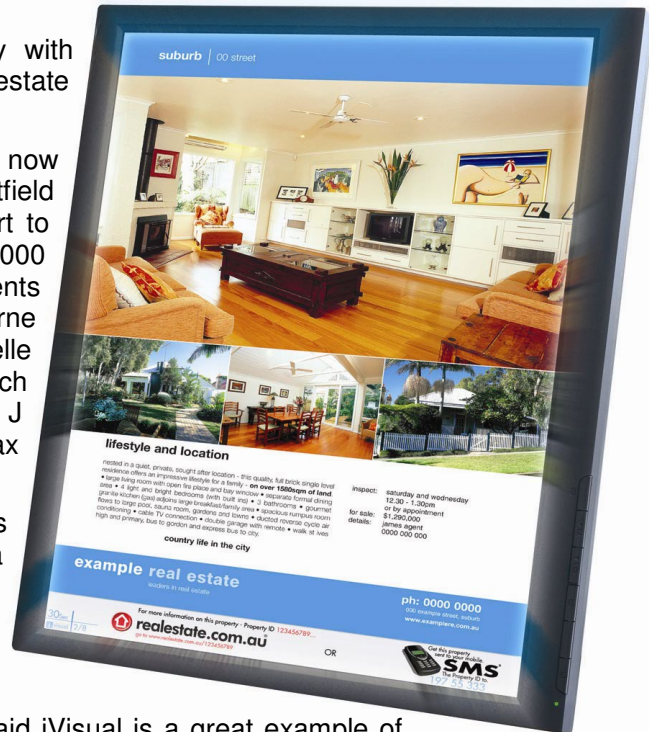
NEW MEDIA PLATFORM FROM iVISUAL AND realestate.com.au INSPIRES SHOPPERS TO PREVIEW LOCAL REAL ESTATE

Today marks the launch of iVisual, a new and innovative advertising medium that is expected to boost interest in the property market for tens of thousands of visitors to Sydney's Westfield Bondi Junction.

iVisual combines the latest in technology with property information from leading real estate portal, realestate.com.au.

Leading NSW real estate agents are now advertising their properties at the Westfield Bondi Junction shopping centre in an effort to make searching for property easy for 400,000 visitors to the centre each week. These agents include Ray White Double Bay, Raine & Horne Double Bay, Century 21 Double Bay, Belle Property East, Richardson & Wrench Randwick, PRD Nationwide Double Bay, L J Levi, Ray White Bauer & Serrao and Re/Max Gold.

The 24 digital LCD screen display exhibits the latest local real estate information via live feeds from realestate.com.au. iVisual ensures that a property can be advertised in the shopping centre within a day of listing with the local agent.



CEO of realestate.com.au, Simon Baker, said iVisual is a great example of cutting edge technology making valuable real estate information more accessible and convenient for customers.

"iVisual is a great example of where internet based property advertising is headed. It is an innovative product that can deliver great responses for the advertisers and highlights the importance of a complete electronic marketing campaign when selling real estate," said Simon Baker.

"Given that realestate.com.au is the best search tool for 1.7 million users each month, it's an innovative extension of our business and takes real estate advertising on the internet into the heart of the local shopping centre."

Director of Property Display Pty Ltd and creator of iVisual, Samuel Bonkowski, said leading agents are embracing the new advertising platform because it is an affordable medium that helps reach more buyers, sellers and renters and complements existing marketing campaigns.

The effectiveness of iVisual advertising is measured via agent feedback, the adoption of SMS property downloads, the number of printouts and increased leads via the realestate.com.au website.

The team at Property Display Pty Ltd believes iVisual is a world first in the real estate advertising market. The business grew from Samuel Bonkowski's first hand experience as a property developer, combined with his professional skills as New Technology Director in a leading Sydney advertising agency.

“The shopping centre is now playing the social role equivalent of the traditional town square and is a place where people meet to socialise, shop, access services and entertainment. It seems obvious that while people are less inclined to walk to their local strip and more inclined to visit the local shopping centre, it’s time to take the properties to exactly where the people are located,” said Samuel Bonkowski.

“iVisual technology makes it entirely possible that a trip to the local shopping centre for a carton of milk, a movie or a business lunch meeting may also result in a property purchase. You can be shopping or going to a movie at midnight, view live property information on iVisual, quickly download an SMS with the details of the property and the agent, go home and look it up on realestate.com.au or simply touch the screen to print a property as a high quality color brochure and call your agent in the morning for an inspection.”

iVisual is part of a pilot program in Westfield Bondi Junction, given it is a retail catchment area with the highest household income in the nation. Property Display Pty Ltd plans to rollout iVisual to more major metropolitan shopping centres in Sydney in 2005, and then extend the business nationally in 2006 and beyond.

About realestate.com.au

Launched in 1997, realestate.com.au is Australia’s most popular and comprehensive source of real estate listings and information. It is locally and internationally recognized as Australia’s number one property website with more than 75 per cent of all agents and developers marketing more than 350,000 properties for sale and for rent on the site every month.

In June 2005, the realestate.com.au website attracted more than 1.7 million unique visitors consisting of 1.4 million Australians and 300,000 from overseas.

realestate.com.au is listed on the ASX (REA) and has five business units: realestate.com.au, realcommercial.com.au, realestate.com.au Publishing, realestate.com.au Web Design Services and realestate.com.au Home Loans.

About iVisual

Property Display Pty Ltd, a privately held Australian media technology company, has developed an Australian first, and one of the worlds 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 uses 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.

For further information and/ or images contact:

Simon Baker
Chief Executive Officer
realestate.com.au
T: 1300 134 174
M: 0402 045 166
E: sbaker@realestate.com.au
W. www.realestate.com.au

Sanna Conquest
PR Manager
realestate.com.au
T. 03 9843 4289
M. 0425 808 889
E. sconquest@realestate.com.au
W. www.realestate.com.au

Samuel Bonkowski
Director
iVisual
T. 02 8383 4409
M. 0407 890 746
E. info@ivisual.com.au
W. www.ivisual.com.au

