



FINANCIAL



CASE STUDY ERA REAL ESTATE AGENTS

PADS PROFESSIONAL STARTS A NEW ERA IN THE REAL ESTATE BUSINESS

ERA, a global leader in the residential real estate industry, is a franchise organisation with a worldwide network of nearly 3000 real estate agencies. An increasing number of ERA brokers in the Netherlands and Belgium use the PADS Professional software to inform their customers through window displays about their current property listing.



PADS Professional starts a new era in the real estate business

Especially for ERA brokers Net Display Systems' partner SterConsult (www.sterconsult.nl) has developed a unique digital signage concept, giving brokers maximum exposure with minimum efforts by informing customers through LCD displays about their current property listing. On screens, depending on the requirement varying from 22 until 42 inch, photos and extensive descriptions of all properties for sale are displayed, optionally alternating with advertising.

To realise this, the PADS Professional software of Net Display Systems is used as a hosted Internet solution. Each system at a broker is automatically in contact with a central PADS server over the Internet. On this server the current property listing of every ERA broker is available through an automatic interface with the central ERA database. The PADS software takes care of the property information being automatically inserted into existing presentations and being played at the right moment at the right broker. Even when the Internet connection is gone for a short or longer period of time, the system can just continue to run because of the unique local caching features of PADS.

"Every broker to whom we have demonstrated the solution so far is – without exception – from the beginning extremely enthusiastic." according to Mr. Ewald Vastenburger, director of SterConsult. "This is particularly because the system is capable of showing the entire listing of properties including photos of the properties of the individual broker without them having to take any additional action. New properties are entered into the existing system of ERA and appear moments later automatically on the screens utilising the unique database connectivity features of PADS.

The whole solution is offered by SterConsult as a Plug & Play solution. The only thing that is expected from the broker is to have a power supply and a standard Internet connection available. The system can startup and shut down completely automatically at the brokers desired times, as a result of which it can run 7 days a week 365 days a year completely unattended. On request special content can be remotely scheduled by SterConsult. Maintenance to the system is also done remotely. For this the PADS Agent application is used in combination with other applications for remote management.

This PADS Professional based digital signage solution offers brokers a large number of advantages with respect to the printed materials used thus far. Because of the automatic connection with the central ERA database the displayed list of properties is always up-to-date. At time of writing only photos and text descriptions of the properties are displayed. The built-in

features of PADS give the opportunity to extend this for the future with for instance videos about the properties or a scrolling text with regional or national ERA information. The possibilities are endless.

In the summer of 2007 the first installations took place and since then the number of connected ERA brokers has rapidly increased. Soon the majority of the ERA brokers in the Netherlands and Belgium will have this unique digital signage solution. Meanwhile also ERA organisations of other European countries have shown great interest and a further international roll out seems to be just a matter of time.

About ERA

ERA Franchise Systems, Inc. is a global leader in the residential real estate industry with more than 30 years experience in developing consumer-oriented products and services. The ERA® network includes more than 38,700 brokers and sales associates and nearly 3,000 offices throughout the United States and 43 other countries and territories. Each office is independently owned and operated.

ERA launched its European expansion in 1993 with the opening of ERA France. The activities of ERA in the Netherlands started in 1994 and Belgium followed in 1995. Today, ERA Europe is the fastest growing residential real estate network in Europe with 1300+ offices in year 2007 operating in 19 European countries.

Buyers and sellers of real estate across Europe can easily access ERA's comprehensive services in most major and medium size cities. To accomplish a high quality service and efficient product delivery, ERA integrates its ERA System and services over the ERA Internet System.

Other financial services references

- Accenture
- AXA
- ING
- Allianz
- Deutsche Bank
- Abu Dhabi Securities Market
- First National Bank
- African Bank
- Dresdner Bank
- PBS – Danish Credit Card

ABOUT NET DISPLAY SYSTEMS

Since our establishment in 1994 Net Display Systems has evolved into a recognized worldwide player for digital signage software. With its worldwide network of specialized partners the company is active in more than 60 countries and has thousands of installations in multiple market sectors from transportation, corporate and government to hospitality and retail.

The award winning PADS software of Net Display Systems is considered by many as the easiest-to-use, most flexible and powerful solution available for digital signage. What makes the PADS software really unique are the unequalled database connectivity features for displaying real-time information.

One in four of the 100 worlds most recognized brands have already chosen PADS as their digital signage platform.

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