



Computer Presentation Systems Interactive Homebuilder Technology

Computer Presentation Systems (CPS) offers SalesTouch and Social Media Wall, two solutions that provide builders with interactive and visual tools to promote new projects, provide detailed neighborhood information, and tell compelling, shared stories that resonate with home shoppers.



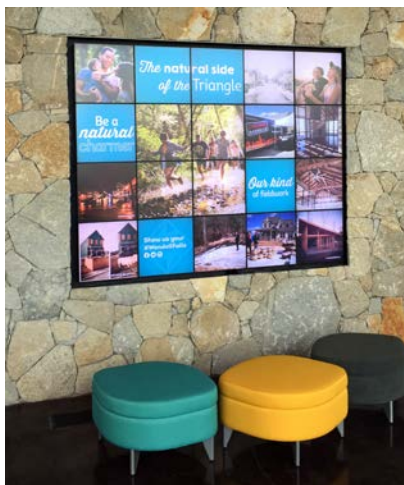
SalesTouch

Introduced in 2007, SalesTouch is an interactive, real-time touch-based display designed to actively engage new home prospects from the minute they enter a sales or leasing office. Utilizing touchscreen technology, SalesTouch encourages home shoppers to mix, match, and select floorplans, elevations, home sites, and options/upgrades.

SalesTouch operates in a Microsoft SQL database and offers fully-integrated prospect registration and third-party software integration such as inventory management and CRM. Builders are provided with an account manager and in-house graphic designer to design and create a customized, visually engaging, and branded presentation.

Home shoppers who use SalesTouch get an interactive experience and no longer have to pour through stacks of dusty, outdated brochures. With SalesTouch, customers can print on-demand brochures and e-brochures and learn about nearby community amenities, such as schools, shopping and recreational facilities, and activities. A single presentation can be deployed across multiple platforms such as large touchscreens, handheld tablets, and websites. The large touchscreens are available in a variety of formats, from a traditional top-table, to wall mounted LCD monitors, to free-standing kiosks, allowing builders to display almost anywhere.

SalesTouch has received numerous accolades and is used nationwide by builders of varying sizes.



Social Media Wall

Social Media Wall is a digital storytelling tool that provides an engaging, ever-changing display of shared customer experiences. It allows builders and new home shoppers to create a new type of digital story. Builders can amplify their marketing messages and display them side-by-side with consumer-generated photo content from popular social media sites like Twitter and Instagram, all curated through an administrative website.

Visitors are encouraged to use hashtags developed by a builder so when a picture gets posted or a tweet is made, it can be curated on to a Wall displayed in a showroom or sales office, helping build a relationship with a potential buyer. The result is shared content from both parties that helps foster an ongoing, engaging customer experience.

The Social Media Wall itself is a high-resolution LCD wall-mounted display that operates on a high-performance Windows-based workstation. Wall content can be displayed on a single, large LCD monitor or a series of individual monitor panels.

Social Media Wall was a 2016 **International Builders' Show** Top Product finalist and was recognized by the multifamily group as one of the top 30 products to see on the show floor. It has also been recognized as a TecHome Brilliance Award nominee.