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# LiveSpot Property: First Augmented Reality Mobile Application for AUS & NZ Property Market
## Free application revolutionises house-hunting and offers industry professionals free, interactive listings

**16 March 2010** – LiveSpot has released "LiveSpot Property", currently the first and only Augmented Reality (AR) mobile application in Australia and New Zealand, to search and display location-based listings of property rentals and sales.

Up till now, the public's experience with AR technology has been limited to what they have seen in science fiction movies – futuristic goggles, helmets and cameras equipped with empowering sensors to scan the horizon and display information the user needs.

With the launch of LiveSpot Property though, anyone with an Android mobile phone or an Apple iPhone is able to experience the new and exciting world of AR at their fingertips.

Getting onboard AR is a relatively painless process and involves installing an AR browser on the mobile phone. AR browsers such as Layar are free and available for download directly from the Android or iTunes store. The AR browser works in tandem with the mobile phone's camera and GPS, acting as a discerning "eye" to pull out relevant location-based information.

With LiveSpot Property, house-hunters simply point their mobile phones in the distance and watch as bubbles of information appear on the screen. Then, just as they would on a website, they can choose to view property images, visit the agency's site, call the agent or even get driving directions. LiveSpot Property has also integrated WalkScore™ which assigns a value to homes depending on how accessible they are to amenities like schools and shops.

The concept of LiveSpot Property turns the conventional search technique on its head. House-hunters can now drive to their preferred suburb armed with their mobile phones and view what's available at a glance within a 10km radius.

"You are right there in your favourite suburb. A few minutes one evening in your car, you can view the house inside out, decide if the area is safe and calculate distances to amenities. Then, if you are convinced, you can call the agent to arrange a viewing. If you were a parent with a full-time job, imagine how much time you would save house-hunting," said Jose Flores, Managing Director of LiveSpot.

While the technology begins to revolutionise the way people search for property, it is set to have an impact on the way real estate professionals work. Being able to view all listings in

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suburbs where they operate gives agents a sharp knowledge of their area. They are able to compare competitors' listings and work out the best strategies for their sales.

"The one thing we want the industry to embrace is efficiency. Our application makes a wealth of information available to clients, enabling them to make better decisions. This means they approach viewings with more confidence and that puts the agent in a better position to assist them with their needs. We are also committed to ongoing improvements to ensure the application offers innovative features for both categories of users," said Paul Harrison, Chief Technology Officer of LiveSpot.

Another plus for the industry is that the application leverages Google Base – an extensive online classifieds database which is free to list on. This combined with the elements of AR technology makes LiveSpot Property a highly visual, targeted, interactive and affordable medium professionals can use to optimise exposure to real estate listings.

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**About LiveSpot**
LiveSpot brings businesses a whole new realm of connectivity and engagement with audiences through innovative mobile solutions based on SMS, MMS, GPS, WAP and Bluetooth technologies.

We are pioneering Augmented Reality (AR) technology in Australia with the release of LiveSpot Property and LiveSpot WA FuelWatch applications for Android handsets and the Apple iPhone.

As part of the Web Measure group, LiveSpot offers highly customisable solutions which bring together the best of web and mobile technologies to support all-encompassing digital programmes.

For more information, visit www.livespot.com.au

# LiveSpot Property Technical Specifications Sheet

**Handset compatibility**
- Apple iPhone 3GS
- Android phones such as HTC Hero, Samsung Galaxy, Motorola Droid and LG GW 620

**Browser requirements**
- Layar AR Browser, downloadable from iTunes (version 3.0.2) or Android store (version 2.1)

**Application Features**
- Search property for sale and rent in Australia and New Zealand within a 10km radius
- Filter results by radius, price and number of bedrooms
- View property images
- Visit the agent's website
- Call the agent
- Get driving directions
- Email links to a friend
- Calculate your chosen home's WalkScore$^{TM}$ - that's how walkable it is to amenities in the area