

24/7 Real Estate

# Touch Window

Customer interaction around the clock

Is your real estate marketing the best of the best? Stay on top of your game by transforming your windows into interactive displays, allowing you to communicate with prospective customers day or night.

Real estate has never been more competitive, more dynamic and challenging – Labyrinth can help make sure you don't get left behind!

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One platform > Total solution



## 'Alive' storefronts are essential in this modern, competitive age

Our world is moving quickly from static to dynamic and beyond...into interactive. Consumers have an appetite to interact with media in new ways because of how everyone uses devices in our modern lives. Real estate shop window displays as a media channel are no exception.

Static and LED backlit window cards will soon be a thing of the past, as they fail to present properties in ways that allow prospective customers to dig deeper than the basic information. These days, high quality images are not enough to encourage people to explore – our experiences on the internet with video, virtual tours etc. have raised the bar. Interactive touch displays allow the experience to go one step further by putting the consumer in control.

## Empower your prospective customers to explore and add value to vendors

Property images and videos can be viewed in full-size brilliance as a result of the large high definition screens included in touch windows. Prospective buyers can access the entire portfolio of more detailed property listings and are free to explore whatever content is included with them. They can wander on a virtual tour or view videos; they can even switch views to Google Street View to see around the Neighbourhood.

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Why are real estate touch windows essential in today's market?

- » **Delivers interactive experience demanded by consumers** – static displays with limited information are fast becoming outmoded as prospective customers crave more control and access to dynamic information.
- » **Non-stop customer communication** – 24 hours/7 days a week your real estate touch screen windows are ready for customer interaction.
- » **Fantastic showcasing of properties** – large screens display full size imagery and videos. We can turn any store front window glass into fully interactive touch screens, using touch foil through-glass technology.
- » **Vendors gain from added-value marketing** – touch windows are another way you can demonstrate to vendors how you can market their property in superior ways.
- » **Keeps you ahead of the competition** – embrace the latest technology in real estate marketing and your business will immediately be associated with 'innovation'.



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