

PRESS RELEASE

For immediate release

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INTELLIGENT BUILDINGS TRAVELS TO ASIA FOR BEST PRACTICES RESEARCH

Shanghai, China, March 31st, 2005 – Intelligent Buildings staff has traveled with the RealComm Conference Group on an extensive, guided tour of the most advanced real estate properties in the world. This unique trip spanned from Tokyo down to Singapore and included select cities and properties in between.

Intelligent Buildings co-founder Rob Murchison notes, “Our clients really appreciate the advantage that our research from this trip gives them. This is truly like looking into the crystal ball and seeing what is next for commercial real estate technology. This applies to new projects as well as a retrofit strategy for existing buildings.”

This tour was based on knowledge gathered during more than two years of preparation, six months of intensive research and fourteen days on the street physically touring 38 of the most advanced projects in Asia. The cities and projects seen were carefully selected to reflect the best practices of the region. The following

cities were visited and each one included an extensive market overview and a local, featured speaker.

- Tokyo - *Roppongi Hills – Office, Retail and Parking, Matsushita Headquarters*
- Seoul - *Ubiquitous Dream Hall, New Songdo, Digital Media City, COEX Intercontinental Mall.*
- Shanghai - *City Planning Hall, Jin Mao Tower, China Bank Tower, Aurora, Citigroup Tower.*
- Singapore - *Capital Tower, Suntec City, One North (Biopolis)*
- Hong Kong - *Cyberport, Science and Tech Park, International Finance Center II*

A leading market expert from NAI International accompanied Intelligent Buildings and the others in the group in each city and provided general real estate information and trends for each market. In three of the cities, Seoul, Hong Kong and Shanghai, world experts dealing with Next Generation homes, buildings and cities presented to the group in a casual and informal setting allowing for spirited discussion and debate.

Intelligent Buildings was able to experience and observe concepts and ideas never before seen in the Commercial Real Estate industry in the United States. The following are a few of the best practices noted:

- Internet-based Building Automation that demonstrates the future of Property and Facility Management
- World Class, Highly Automated Building Operation Centers (BOCs) which are radically reshaping building operations

- A 3,000,000 square foot “Digital” Mall displaying the next level of retail experience
- Future Asian Cities ranging to 1,400 acres representing a distinct vision for the new millennium
- Found nowhere else in the world, Home Automation that will pave the way for 21st century homes and apartments
- Building Digital Signage strategies, which pave a new way for tenant experience and visual communications
- Integrated Comprehensive Broadband strategies that are an integral part of Office, Multifamily and Retail projects
- Mixed Use Projects that support a 21st century, “Digital Tenant Lifestyle”
- Some of the world’s most ambitious, famous and recognizable projects representing “NextGen Best Practices”
- Commercial Real Estate Development at a speed, size and scale never before seen in the United States.

Tom Shircliff also an Intelligent Buildings co-founder says, “The properties that we saw on this tour show how you would build commercial real estate with no preconceived notions or old habits - in order to achieve maximum efficiency in construction and operations and provide the highest tenant value.”

Gary Brandies a Senior Vice President of a US Real Estate concern commented to Realcomm that “The Asia trip changed my perspective on what I consider “cutting edge” real estate.



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Asian developers and investors are not afraid of trying bold new ideas and taking risks. Technology is not an afterthought but a critical function of their real estate strategic planning. A must trip for anyone thinking about "what's next".

Intelligent Buildings continues to monitor the latest trends and developments in real estate technology in the United States and around the world and will always bring leading edge thinking to its clients.

About Realcomm Conference Group

The Realcomm mission is to provide a single place where industry leaders can come together to discuss, analyze and debate the latest innovations that are impacting the Commercial Real Estate industry. The best practices tours are based on knowledge fourteen days on the street physically touring 38 of the most advanced projects in Asia as well as subsequent research trips to Asia, Europe, Dubai, UAE, Australia and other destinations. The full range of resources and services can be seen at www.realcomm.com.

About Intelligent Buildings

Intelligent Buildings is a pioneer and leader in the new industry segment of commercial real estate technology services. We provide the Fourth Utility®, which is based on the Cisco Connected Real Estate platform and adds value to buildings by increasing net operating income through operational savings and new revenue streams. Additional information about The Fourth Utility® and Intelligent Buildings is available at www.intelligentbuildings.com.