

# TOUCHSCREEN KIOSK PROGRAM

BOZZUTO MANAGEMENT

BOZZUTO  
25 YEARS  
CREATING COMMUNITY

Bozzuto Management Company introduces its newest interactive sales tool, the on-site leasing kiosk. Utilizing the multi-touch technology of the ELO screen and iPad and Android tablets, it takes the leasing process to the next level. Using intelligent user experience combined with eye-catching graphics, the program was intuitively designed for the way our modern day customer moves through the apartment leasing process – choosing the neighborhood, exploring the on-site community, and selecting the perfect apartment. During the setup process, the design will be customized for each community by adding community specific assets such as logo, color palette, floor plans, and other content.

The kiosk experience is tailored for the user from the moment they select their favorite floor plans and amenities and save their preferences to a user profile. The process continues via email, web, and tablet where the user can remotely access their saved preferences and ultimately reserve their chosen floor plan.

Bozzuto's 2012 Lead2Lease statistics show that 80% of customers originally found the property via an online interaction. Continuing this interactive process on-site is the next natural step and is a tremendous sales tool that allows our sales teams to remain progressive in the competitive apartment markets in which we operate.

# TOUCHSCREEN KIOSK PROGRAM

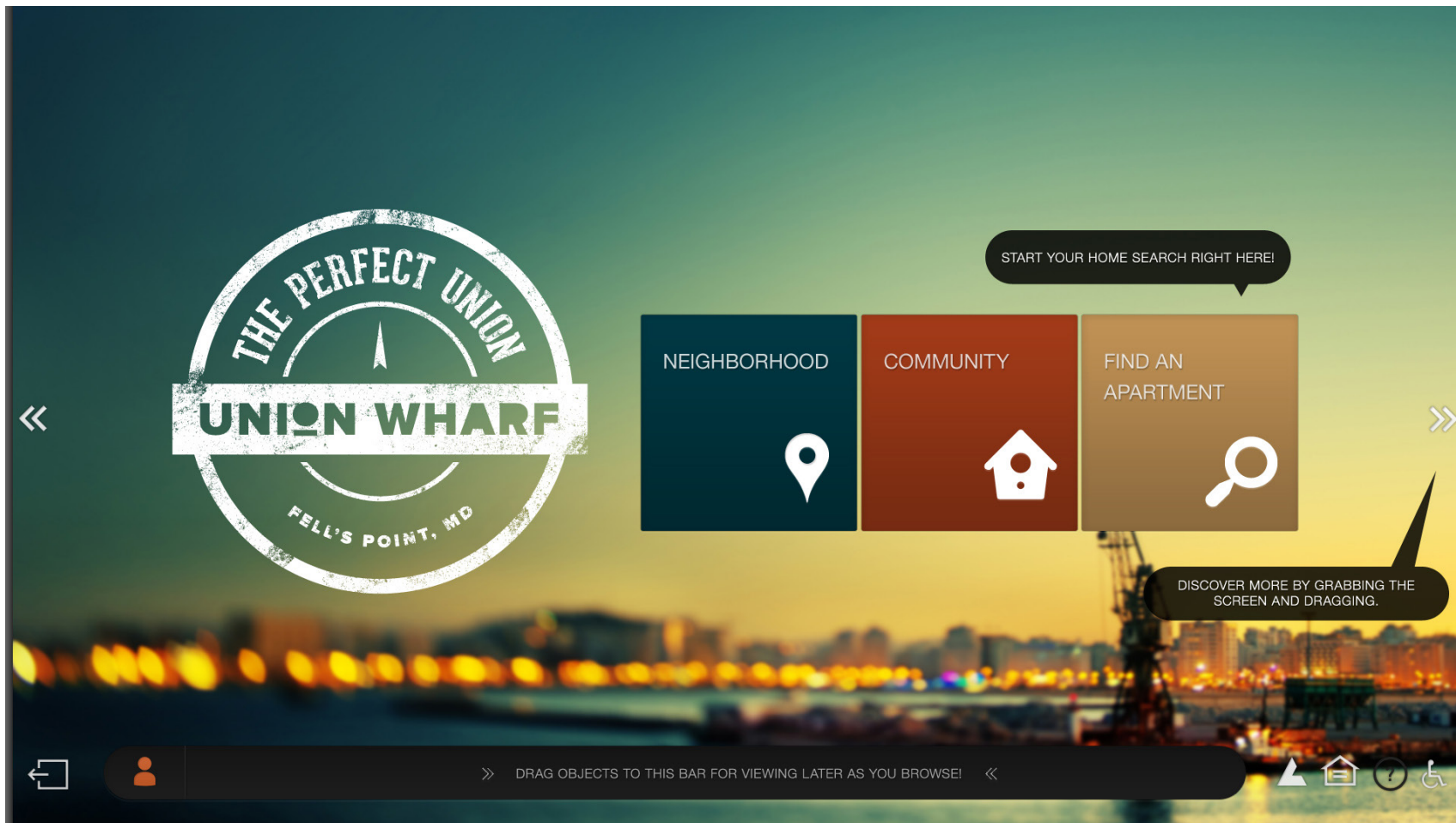
# 1. HOME SCREEN WITH INFORMATIONAL CLOUDS

KIOSK PROGRAM WITH 55"  
OR 42" ELO TOUCHSCREEN

The simple home screen leads the user to explore the three core categories – neighborhood, on-site community, and apartment search

Informational clouds appear temporarily to guide the user through the screens

The kiosk system is fully ADA compliant



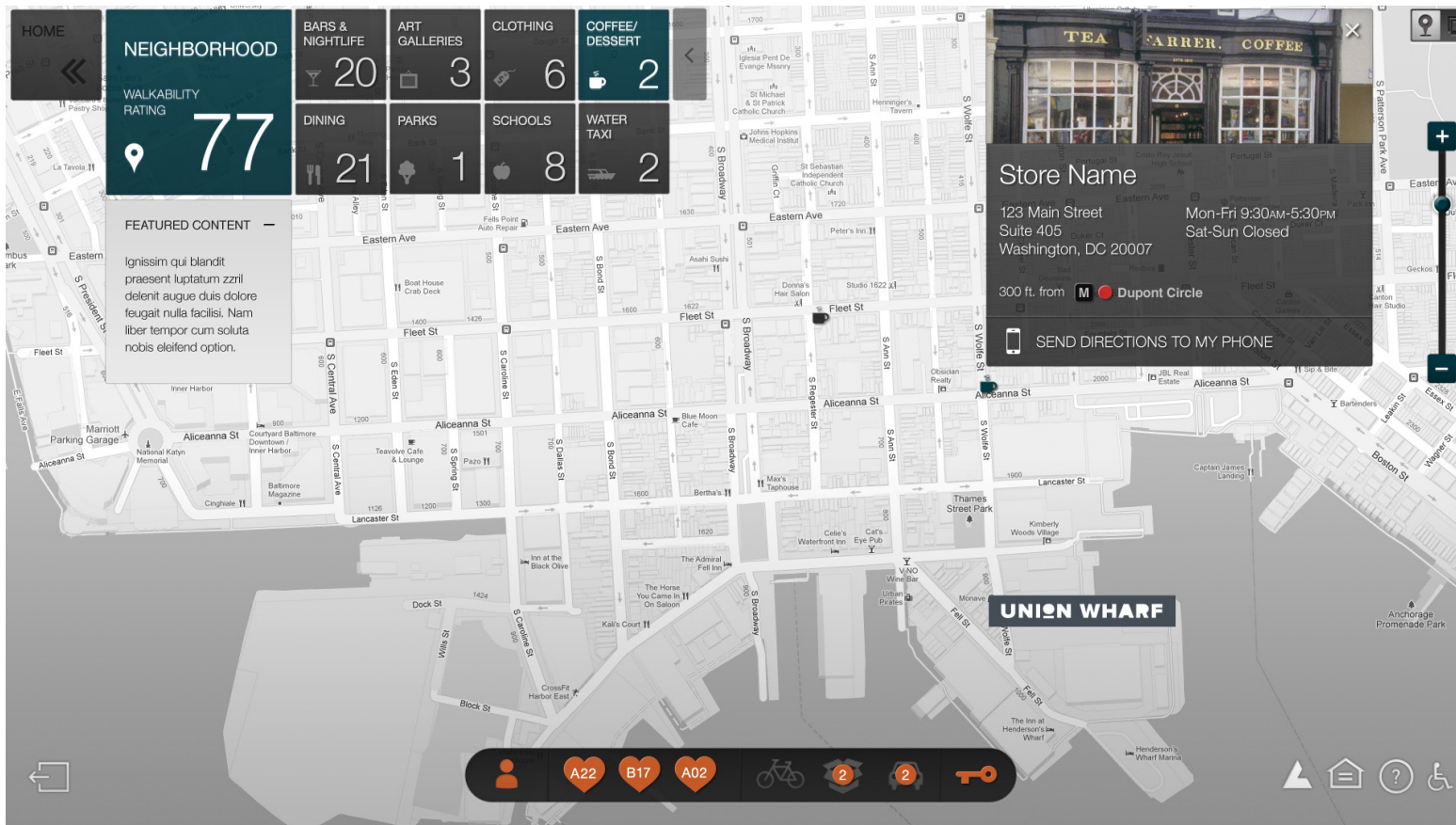
## 2. NEIGHBORHOOD MAP

Choosing the right neighborhood is critical to the decision making process

Details include distance to public transit, if applicable

Provides a snapshot of the number of points of interest in the area

This tool helps sell your community from the outside in





# 3. COMMUNITY SECTION

Allows the user to explore the on-site apartment community

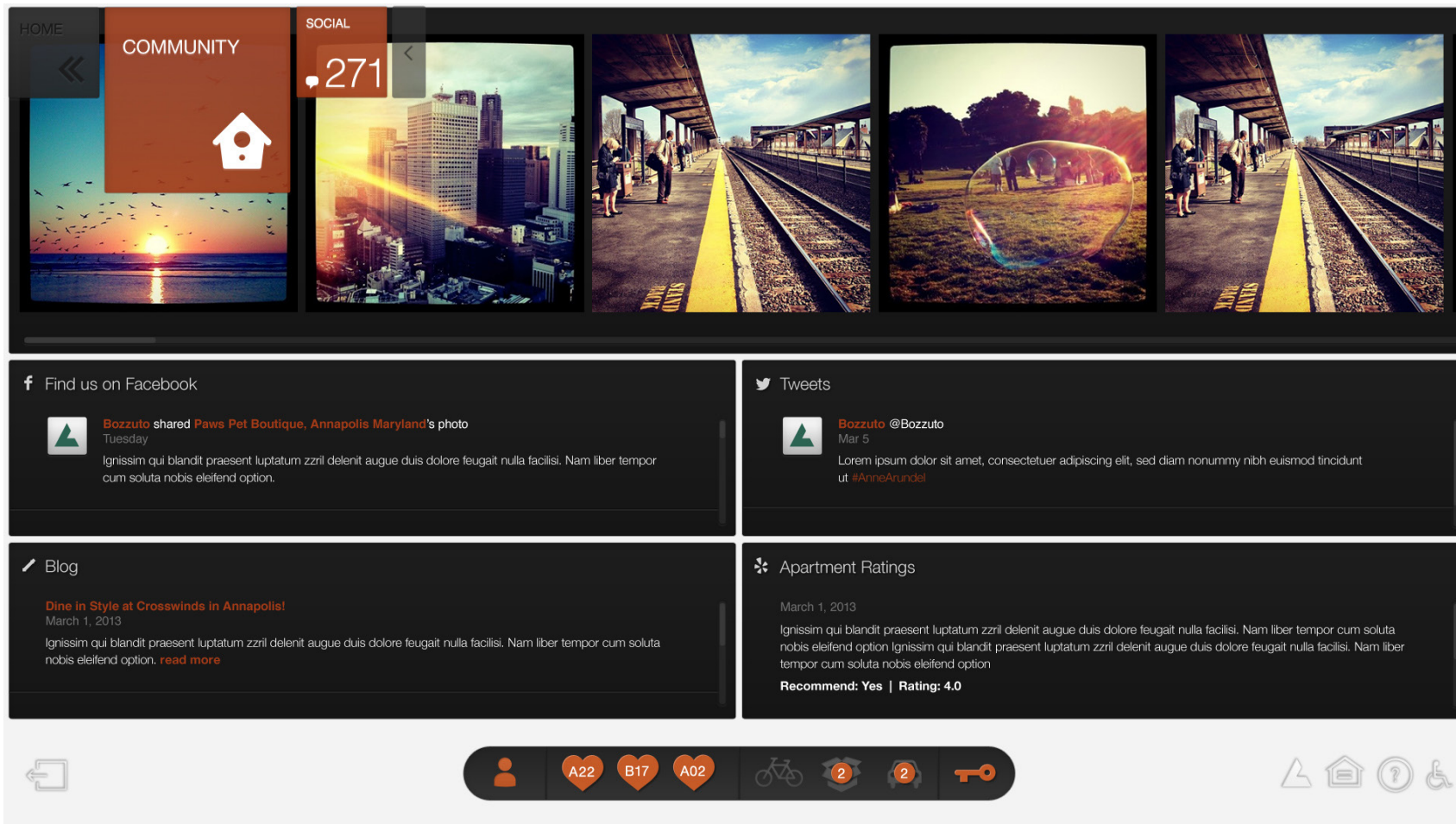
Incorporates details about the community including amenities, services, photo and video gallery, green living, social media, and information about the developer



# 4. SOCIAL MEDIA MASHUP

Pulls in feeds from Facebook, Twitter, Instagram, and the property blog

Each property develops its own social ecosystem to invoke a sense of community and encourage resident interaction



## 5. APARTMENT SEARCH


Tap-to-search functionality allows users to search by move-in date, number of bedrooms, rent, or location within the building

All search criteria are set and updated real-time through a feed from Yardi or MRI

HOME

«

FIND AN APARTMENT



Select up to 3 Criteria

Move in Date

<

APRIL

>

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Bedrooms

STUDIO

1BR

2BR

3BR

4BR

PH

Monthly Rent

\$2100

TO

\$3000

\$1000

\$2000

\$3000


\$4000

\$5000





\$6000

VIEW APARTMENTS >>

Search by Location



VIEW APARTMENTS >>





## 6. UNIT DETAIL

Provides details about a select unit in an interactive and fun manner, including a lifestyle oriented furniture arranger, multi-touch zoom, and drag and drop profile customization

Showcases unit finishes, location in building, and other featured content





# 7. USER PROFILE AND EMAIL

Displays saved floor plan, amenities, and photo preferences

All saved information is immediately emailed to the user

User also has option to send saved information to their phone or print on demand

All guest information is transferred to Lead2Lease for leasing staff reference

john.smith@gmail.com  
(202) 555-5555  
JOHN SMITH

DELETE UPDATE

×

1

\$150

+

×

2

\$95

+

×

2

\$395

+

×

1

\$50

+

×

0

\$0

+

You Liked 3 Apartments

APARTMENT A22  
2BR  
2<sup>ND</sup> FL

\$3750  
05.01.2013

APARTMENT B17  
1BR  
4<sup>TH</sup> FL

\$4700  
05.01.2013

APARTMENT A02  
2BR  
4<sup>TH</sup> FL

\$3325  
04.15.2013

PRINT

SEND THIS TO MY PHONE

NOTE: Upon exiting, your session information will be sent to your email address.

UNION WHARF

VISITED ON 05.01.13 | SAMANTHA.SMITH@GMAIL.COM | (202) 555-5555

Hello,  
**Samantha**

SCHEDULE YOUR FOLLOW-UP APPOINTMENT

You Liked 5 Apartments:

APARTMENT A22  
2BR  
2<sup>ND</sup> FL  
\$1800

APARTMENT B12  
2BR  
2<sup>ND</sup> FL  
\$2150

APARTMENT A05  
1BR  
2<sup>ND</sup> FL  
\$2250

From Here, You Can:

VIEW PROFILE & ALL YOUR SAVED APARTMENTS

ACCESS FULL PRICE SHEET

DOWNLOAD DIGITAL BROCHURE

Here Are Your Preferences:

You Saved 3 Images:

FLOOR PLANS  
FEATURES & AMENITIES  
GALLERY  
NEIGHBORHOOD  
CONTACT

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BE SOCIAL  
f t p i  
BOZZUTO  
MANAGEMENT  
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# WEB APP FOR USE ON IPADS AND ANDROID TABLETS

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The kiosk program is accompanied by a coordinating app that provides the prospect with a seamless user experience

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The app includes much of the same content as the full kiosk program but is formatted for portable use while prospects are waiting or during tours

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Web application can be used on Apple iPads or Android tablets offering greater flexibility than a standard app

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User can access saved information remotely via the web app

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