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## **BrightDoor Showcases Technology at Cityscape USA 2008**

*International developers introduced to innovative real estate software platform*

CARY, NC – OCTOBER 29, 2008 – BrightDoor Systems recently showcased its technology at the Cityscape USA conference in New York on September 9-12. With over 120 exhibitors from around the world, and more than 100 conference speakers, Cityscape USA has organized an influential real estate investment gathering by bridging the gap between the booming emerging markets and the United States. The event afforded BrightDoor the opportunity to introduce its Interactive CRM (iCRM) platform to an international developer audience.

BrightDoor CEO Deven Spear commented, "We are thrilled with the reception from the international market for our solution. Cityscape participants were able to witness firsthand how our iCRM offering has been designed expressly for the unique aspects of real estate sales and marketing."

During the 4-day event, BrightDoor hosted personal demonstrations with leading developers from around the globe, including South America, France, Great Britain, and the United Arab Emirates. Several of the top 50 developers from the UAE saw immediate value in the total integration between the sales presentation and management systems, an inherent benefit of the BrightDoor iCRM platform. In addition, developers appreciated the ability to leverage their investment in interactive touch displays in a more meaningful way. "Many developers are purchasing interactive touch displays for trade shows and sales centers," said Deven Spear. "Our software puts those to work as an integral part of the sales process."

"The feedback from this event has been instrumental in shaping some of our business growth strategies with respect to the international market," said BrightDoor COO Sean Harrison. "We believe the Middle East will embrace BrightDoor for many of the same reasons we've had success in North America – generating qualified leads, managing the sales process and delivering outstanding customer experiences."

### **About BrightDoor**

BrightDoor speeds the sales cycle with the world's first Interactive Customer Relationship Management (iCRM) software platform. Built exclusively for real estate developers, BrightDoor is an intelligent digital sales assistant, channeling disorganized buyer information into a single, unified sales and marketing system. BrightDoor's integrated software applications generate qualified leads, manage sales team effectiveness, analyze business intelligence, and enable sales interactions that capture buyer interest and personalize the online/onsite sales experience.

The company is based in Research Triangle Park, North Carolina, with branch offices in Los Angeles, California and the Dubai office opening in January 2009. For more information, visit [www.brightdoor.com](http://www.brightdoor.com).

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