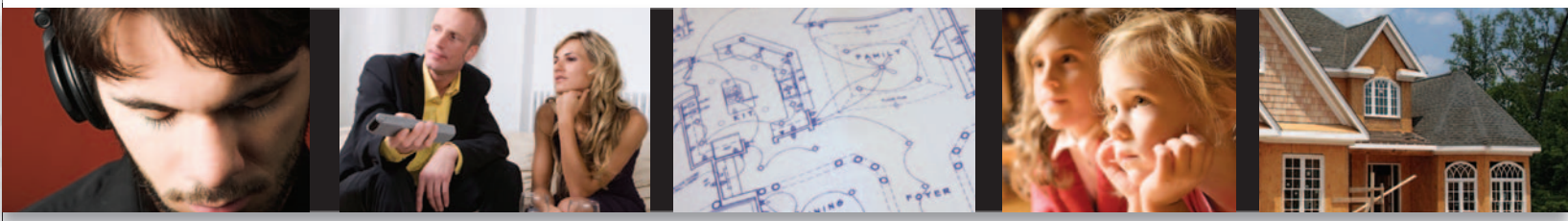
Home Director

The Connected Home Starts Here



B U I L D E R / D E V E L O P E R P R O G R A M

CONNECTING TECHNOLOGY TO LIFESTYLE...

Homebuyers Want...

Monthly Services

Technology Solutions

After-sales Support

Builders Need...

Installation

Logical Control

Manufacturers Provide...

Devices

Structured Wiring

Home Director

Delivers the Complete Connected Home Solution

Home Director is a nationwide supplier for the manufacture, training and support of technology for the **Modern Production Home**. The solution is easy to sell, install and **upgrade** -- all of which are required to ensure **Long-term Customer Satisfaction.**

Drawing on their expertise in all aspects of the process, from product design and manufacturing to sales and installation management, Home Director has created a unique **end-to-end solution** for the builder. This results in a comprehensive and reliable system for delivering **Technology Lifestyle Options** while keeping costs down, supporting the builder's schedule and enabling easy and compelling post move-in upgrades.

Home Director is leading a new wave in **Structured Wiring solutions** and has the experience, partnerships and products to finally deliver the promise of the "**Connected Home**".

CONNECTED SOLUTIONS

Connecting Now and Tomorrow

Home Director's **4th Generation** of Connected Home solutions provide for virtually all current methods of content delivery, wired and wireless data, high-definition video, VoIP telecommunications and multi-room music. With the always-on home a standard, a wealth of **Interactive Services** and product offerings can be delivered, along with the ability to monitor the home from anywhere. Systems fully support theater and whole-home control, such as heating and cooling, lighting and security with a scalable, **Future-Proof Design** ready to handle the changes of tomorrow.

A Uniquely Upgradable Platform

Home Director's Patent Pending design allows for the easy upgrade of any StraightShot™ enclosure size to double its capacity. This allows for a **empahsis on post-sale upgrades** creating new profit opportunities with revenue incentives for builder or developer partners long after a development phase is closed.

...AND COMMUNITY

Technology with Value

Home Director brings an intelligent and reliable process that streamlines the installation of technology into the home's infrastructure. The addition of **Fiber, Coax, and Twisted Pair compliant** equipment increases the value of each home in carrie r auctions and results in a faster sale. And since Home Director's partners provide both maintenance and support services, developers can be assured of **Exceptional Long-term Customer Satisfaction**.

Maximizing Developer Expenditures

By specifying a minimum level of technology in a community, developers and other partners assure service providers that the homeowners can take advantage of their services. These service providers need their services to seamlessly transit **"The Last 100 Feet",** and Home Director has the products and technologies to make it happen. By fully enabling the functionality and performance of these services throughout the home, each home has more value in the **Auction Process** to service providers, who in turn, have shown a willingness to share some of these additional profits with the specifiers.
Home Director has the knowledge and experience to guide and enhance these partnerships to everyone's benefit.

Maximizing Builder Take-Rates

Home Director has a long history of working directly with builders. We understand the importance of products that are **reliable, quick and easy to install**, and intuitive for homeowners to use. Home Director understands the importance of simple, exciting, and informative marketing literature to illustrate to homeowners how **luxurious technology** can be, and how to support builders for the opportunity to participate in their developments and provide **valuable marketing and incentives**.

CONNECTED SALES

For Higher Design Center Sales…

Home Director can help create a simple, elegant set of technology offerings for homebuyers that create customer satisfaction with **Maximum Luxury Per Dollar**.

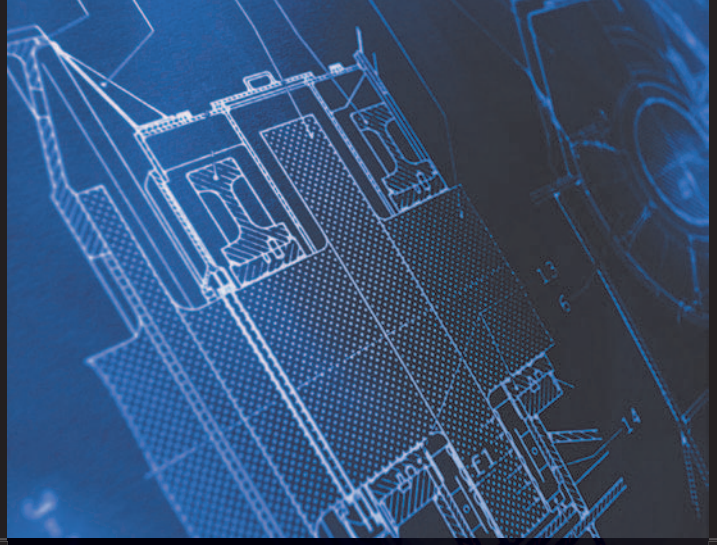
Centered around **Good/Better/Best** choices in the selection process, Home Director has developed some new and unique technology options that enhance entertainment, communication, comfort and convenience.

Design Center / Model Home Tools and Training

From literature, and live demo equipment to classes on design center selling, Home Director's integration partners are supplied and trained to be effective salespeople in the design center, providing all of the necessary collateral and answers homebuyers may need.

Development Welcome Center Program

As more FTTH, MSO's and LEC's partner with developers, the last 100 feet is where developers prove to their potential residents the value of technology. Home Director can provide graphics and design to enable the developer to present a compelling story of **Community Differentiation** and connectivity to today's world and the future.



CONNECTED INSTALLATION

Home Director maximizes builder profit on the Connected Home through utilization of large footprint production integrators, and locally focused sales and support. This "TechTrio" of rough/trim/support provides the builder with the tools needed to profitably provide technology in a timely manner and with higher customer satisfaction.

For On-Time Rough-Ins

Home Director has partnerships with nationwide installation companies that specialize in the rough-in stage. To date these partnerships include more than **3,300 skilled technicians and 800 support personnel in over 82 operating locations.** The size and expertise of these partners ensures meeting tight production build schedules at aggressive pricing.

For Perfect Finish Work

Home Director partners with top-quality **Customer-Focused Integrators and Retailers** who provide affordable options customized for each builder and development. They bring with them sales expertise in the design center that results in **higher take-rates**. These integrators also do all option upgrades, finish work and after-market sales.

For On-Call Customer Service:

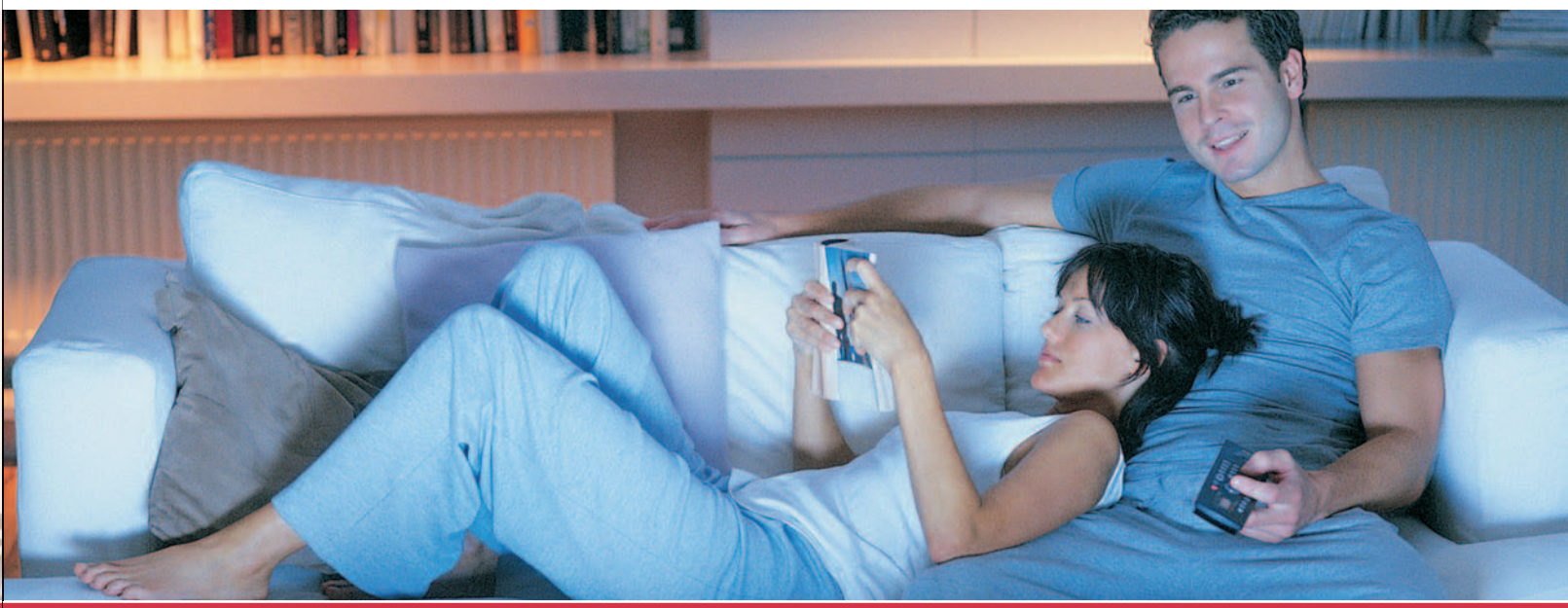
Home Director has nationwide partnerships with customer service organizations who provide services such as truck-roll, installation, repair and on-site support. This network of over **10,000 highly qualified service providers across the U.S.A.** assures a fast response time, and the on-demand service adds no customer overhead or costs except when they use the service.

CONNECTED SUPPORT

Assured Customer Satisfaction

Home Director partners to service and support the technologies being used in the Connected home: **24/7 Direct Customer Support** is available nationwide; there is a digital concierge with an average 4 hour response time for helping with any issues that the homebuyer might have; and remote monitoring of the home provides for quick and efficient diagnosing of networking, telecom or entertainment control issues. Local repair service is also on-call.

This end-to-end solution **Eliminates Difficulties for the Builder** as it ensures that the technology installed is provided for. It also results in a high degree of customer satisfaction as it guarantees that the homebuyer's needs are taken care of.



CONNECTED HISTORY

A History of High Performance

Originally founded by IBM, Home Director has a long history of providing reliable networking technology for the **Connected Home** with over **10 years** of experience and skill in delivering **Technology Lifestyles** to **hundreds of builders** and **tens of thousands of homebuyers**.

Production Home Specific

Home Director purchased the California based **Digital Interiors**, installation firm, and grew it into a production builder specific installation organization stretching from **California to Florida**. Digital Interiors was sold in 2005, but the knowledge and expertise gained in servicing production builders remains with us allowing Home Director the **Unique Advantage** of truly understanding the needs of builders, developers, the market and the **Modern Homebuyer**.

A History of Distinguished Partners:

American Pacific Housing, Inc.
Arcadia Homes, Inc.
Baywest Homes
Beazer Homes
Blaettler Construction
Bright Homes
Carma Developers
CastleRock Communities, LP
Celebration, Florida
Centex Homes Inc.
Classic Homes
CMC Custom Homes
Cobblestone Homes
Conrado Company, Inc.
Creekstone Homes
Gehan Homes
Genstar Development Company
Gold Star Builders, Inc.
Goodwin Development Inc.
Greystone Homes Inc.
Hallmark Bldg & Development, Inc.
Homes by AVI
Jayman Master Builder
John Laing Homes
Jonathan Homes, Inc.
KB Homes
Land Tejas Development
Lenbrook Homes
Lennar Homes
Minto Developments Inc.
New Avalon One, LLC
Pacific Diversified
Pacific Union Homes Inc.
Passport Homes, Inc.
Perry Homes
Pulte Homes
Rafico Home
Randal Homes
Richcraft Group of Companies
Richmond American Homes
Rosehaven Homes
Shapell Homes
Shea Homes
Sheffield Homes
Standard Pacific Homes
SummerHill Homes
Syncon Homes of California
Tamarack Homes
Town & Country Builders
Townwood Homes
Waterford Custom Homes, Ltd.
Western Pacific Housing

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