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## HOME OPEN DEBUTS IN THE TOP 20

### HIGHLIGHTS

- **Home Open launches on the App Store**
- **Ranked 20 out of 2195 - Real Estate**
- **Ranked 1 - Home Open**
- **Ranked 1 - Open Home**
- **Ranked 2 - Open House**
- **120th most downloaded utilities App in Australia**
- **Positive reviews with 5 star rating**
- **AREC conference hugely successful**

Applabs Technologies Ltd (ASX Code: ALA) is pleased to provide an update on its exciting new real estate portal "Home Open".

The Home Open application has been available for download from the Apple App Store since the 31st May 2014 and was officially unveiled at the AREC conference. as a soft industry launch targeting real estate agents. The application is currently ranking Top 20 in the App store for searches under 'real estate', number one for searches under 'Home Open', number one for searches under 'Open Home' and number two for searches under 'Open House'. Home Open is currently also the 120th most downloaded utilities application in Australia.

The company is overwhelmed with the amount of positive feedback it has received since the launch of Home Open and is pleased to see the application has a 5 star rating in the App Store. The application has also launched bug free and with no downtime reported to date.

Home Open has been successfully showcased at the AREC conference with excellent feedback and take-up from real estate professionals. The recently announced iBeacon Technology was demonstrated with a mock house (bedroom, living and outdoor) and as over 2000 agents during the course of the weekend moved through the house, they received push notifications highlighting certain features of the property. They were also able to check in to the home open on the spot.

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The huge success of AREC and the take-up of the application in the App store, the company will quickly move to a full consumer launch with a high impact marketing campaign. As announced to the market on the 21st of May 2014 the company anticipates that at this stage the iPad, Android and website versions will be completed during the months of June and July.

Applabs Managing Director Stuart Kidd commented:

“We are very excited with the launch of the iPhone version of Home Open and the overwhelming support the product has already received. To have the application rank and rate so highly in the App Store in such a short space of time is a huge endorsement for the quality of the product, especially given the very limited marketing that we have done to date. The AREC conference was only a soft industry launch for Home Open and we will continue to develop the product and expand the offering during the months of June and July. Given the huge early success so far for the industry launch we are extremely optimistic for the upcoming consumer launch”.

For further information, please contact

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