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Active Website Launches New Mapping Technology Powered by Google Maps

FOR IMMEDIATE RELEASE

Denver, CO – Active Website has launched an improved advanced mapping tool powered by Google Maps for its Enterprise Network web platform. Google Maps is a web-based mapping service that allows users to view basic and custom maps, plot points of interest, receive accurate driving directions and view locations via map, satellite, hybrid and street views.

Benefits of the Google Maps migration include:

- Enhanced views including Map, Satellite, Hybrid and Street View
- Refined Polygon Tool with the ability to plot multiple polygons
- New style of property information pop-up with additional features and an expanded tabbed structure
- Streamlined map controls including standard Google Maps compass and zoom level slider
- Expanded map search print view
- Driving directions

“The integration of Google Maps was a seamless transition for all Enterprise Network websites,” said Ori Staub, Enterprise Technology Director at Active Website. “The increased usability of the new mapping platform keeps our clients inline with the most up-to-date technology available.”

Of particular interest to users of the new mapping technology, Google Maps provides exclusive street level imagery via Street View. Street View provides imagery that can zoom, rotate and move along roads and through intersections. Street View allows map users to view streets, properties, landmarks and surrounding features from a ground level perspective.

To learn more about Google Maps and its features, or to view the Google Maps User Guide, please visit: <http://maps.google.com/support>.

About the Enterprise Network

The Enterprise Network member base is by invitation only. Comprised solely of private real estate firms, the Enterprise Network does not accept national brands and only works with one company per marketplace. This exclusivity allows for open collaboration and sharing of information within The Network, free from any conflict of interest. The goal for members under the Enterprise Network umbrella is that they gather to address



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the technology demands that are emerging in today's changing real estate market. Together, Enterprise Network members can then make the best decisions concerning implementation of systems and solutions, ultimately leveraging everyone to higher levels of business.

About Active Website

Active Website is a Colorado-based company specializing in web design and development. Founded in 1998, the company has rapidly become an industry leader with major clients including Ebby Halliday Real Estate, Inc., Rubloff Residential Properties, The Group, Inc., Helen Adams Realty, The Kentwood Company, LandVest, Windermere Tri-Cities, Wright Kingdom Real Estate, Sonnenalp Real Estate, Charles Reinhart Company Realtors, Residential Properties Ltd. and N.T. Callaway Real Estate as well as several new members to be announced soon.

The Active Website site provides detailed information about each of Active Website's real estate technology offerings, as well as an extensive portfolio and client testimonials. Visit www.activewebsite.com for more information.

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**Real Estate Technology
for Market Leaders**