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For Active Website media relations, please contact:

John Gadeken
Enterprise Team

Phone
888-293-1750 ext. 0114

Fax
303-479-8333

Email
johng@activewebsite.com

Web
www.activewebsite.com

Active Website Teams Up with Tobii Technology

FOR IMMEDIATE RELEASE

Denver, CO – [Active Website](#) and the [Enterprise Network](#) once again surge ahead as market leaders. Active Website is the first real estate technology firm to implement the technology that makes Google, Microsoft, Amazon, eBay and many other companies number one in their respected markets.

Partnering with [Tobii Technology](#), Active Website is utilizing Tobii's new eye tracking software for 2010. This latest innovation in usability will allow Active Website to analyze the effectiveness of client websites. Being able to track a user's focus dramatically increases the ability to efficiently market products and services via the internet. Tobii Technology's eye tracking software takes the guess work out of usability.

"We are very excited to include such an amazing product in our usability toolbox. We feel this is the only real scientific way to gauge how people interact with websites. This usability method uses numbers and hard data as proof of online interaction. There are many frustrations in the industry due to too much opinion and not enough fact and proof—which we are able to combat by using this latest software," Ori Staub, Enterprise Technology Director for Active Website.

The [Tobii eye tracking software](#) offers unique benefits and provides a practical alternative to conventional usability testing. Traditionally, usability evaluations have been based on qualitative data, but eye tracking introduces quantitative measurement as a means for collecting more scientific data and results. To accomplish this, infrared light sensors are used to capture reflections in the user's eyes. These sensors accurately track and record the direction and duration of the user's gaze on the screen which can help identify areas on the page that grab a user's attention or might be ignored.

Analysis software then processes the data, enabling Active Website to view how customers are navigating through Enterprise Network Members' websites. This provides an accurate overview of the customer experience and makes Active Website better equipped to make changes to ensure customers are getting the most out of their real estate search experience. Based on this information, Active Website can then decide the best placement for logos, advertisements and other content by relying on hard data to support design and function.

Active Website is excited about the opportunities 2010 brings to the Network. With the new usability plan, Active Website will use the eye tracking software to their advantage by applying best practices to all Enterprise Network websites. Once again, the Network demonstrates why they remain leaders in their respective markets and why 2010 will be a promising year for their customers.



Real Estate Technology
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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 to address the technology demands that are emerging in today's changing real estate market. Together, Enterprise Network members can 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 Realtors, The Group, Inc. Real Estate, Helen Adams Realty, The Kentwood Companies, LandVest, Milestone Realty Consultants, N.T. Callaway Real Estate Broker, LLC, Windermere Tri-Cities, Wright Kingdom Real Estate, Sonnenalp Real Estate, Residential Properties Ltd., Charles Reinhart Company Realtors, Smith & Associates Real Estate, Danberry Realtors, Skogman Realty 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 products and services, as well as an extensive portfolio and client testimonials. Visit www.activewebsite.com for more information.

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