







ONLINE PRESS KIT

-  Company Background
-  Virtual Doorman™ Q&A
-  Executive Bios
-  Press Releases



Virtual Doorman™ Company Background

Virtual Doorman™ was developed by Virtual Service, a privately-held New York- based provider of interactive video security, video monitoring and alarm systems. Virtual Service is a division of Future Communications Corporation, a leading provider and integrator of audio visual, videoconferencing, and telecommunications systems.

With our background in telecommunications and audio visual technology we have a unique ability to bring together and integrate these technologies to provide superior security solutions.

In 2000, the company saw the opportunity to utilize technology to create a cost effective yet secure alternative to the traditional doorman for small, luxury residential buildings in the Tri-State Area. The concept of Virtual Doorman was created. Everyone wants the personalized service and security of a doorman, but they don't want the price tag that is associated with it. Virtual Service was committed to offering building owners a way to deliver the same level of comfort and security traditionally associated with a doorman at an affordable price. Today, Virtual Service delivers on its commitment with Virtual Doorman.

Virtual Service is leading the charge in reinventing the traditional doorman paradigm. Now in its sixth year marketing Virtual Doorman, the company is experiencing exponential growth, with a three-fold increase in revenue from Virtual Doorman.

Currently, the company markets Virtual Doorman to smaller, high-end, luxury buildings, typically between 4 and 60 units. Owners of townhouses and brownstones also use our Virtual Doorman system to provide enhanced security and convenience. It is in use at a number of sites across New York, including Greenwich Lofts in Tribeca, 502 Ninth Avenue, Aqueduct Court Condominiums in Upper Manhattan, and numerous projects by R&B Development and NY Citiwise Development, just to name a few. Virtual Doorman is also at work in many private townhouses and brownstones throughout Manhattan.

Virtual Doorman -- Technology for Easy Living!

Virtual Doorman provides a low cost, secure and convenient alternative or supplement to a traditional doorman or concierge. By utilizing Virtual Doorman, building owners, developers and property managers can maintain heightened security in the building at a fraction of the cost of employing a traditional doorman. Additionally this unique feature unequivocally increases the value and marketability of the premises. Tenants and owners of small residential buildings are afforded the luxury of a doorman and the security of 24x7 monitoring of their property. With Virtual Doorman, *both* the residents and the property owner benefit.

All of the Convenience – at a Substantially Lower Cost: Virtual Doorman offers the security and convenience of a doorman at a fraction of the cost. In fact, a traditional doorman costs about 8 to 10 times as much as Virtual Doorman.

A recent *New York Times* article reported that the annual cost of a doorman is around \$80,000 per doorman (more than \$40,000 in base salary, plus overtime, benefits, training and other expenses, according to the Service Employees International Union Local 32BJ). Typically there are 4 to 6 doormen per building, each working an average of 40 hours per week in 3 shifts, weekdays and weekends. This can place a cost burden on smaller buildings, which have fewer units to share the expense. The Virtual Doorman monthly service ranges from \$500 to \$2,500, depending on how many services are requested and the size of the property.

Virtual Doorman also offers building owners and managers with traditional doormen an affordable way to cover evening shifts or other shifts where activity is less pronounced, yet security is still considered a high priority.

Enhanced Property Value: Much like buildings with a traditional doorman, residential buildings offering Virtual Doorman sell at significantly higher prices per square foot due to this added amenity. According to Miller Samuel, a New York real estate appraisal firm, doorman service can add as much as 10 to 15 percent to the value of an apartment. Leveraging Virtual Doorman also translates into accelerated marketability, with a faster sell rate and greater tenant satisfaction.

Security: In today's world, safety and security are more critical than ever before. Prevention is essential. Virtual Doorman delivers sophisticated electronic security that takes prevention to the next level. Virtual Doorman uses a secure internet connection and integrated digital CCTV, cameras, intercom devices, monitoring equipment and access control systems to achieve this. These elements are integrated into one secure, streamlined platform that is operated remotely by our operators. The property is monitored to ensure controlled access to the premises and the utmost in security. At the property, a "virtual attendant" efficiently interfaces with building visitors, residents and package delivery services via a video intercom in the building lobby. Remote location screens at our Monitoring Station display the lobby, vestibule, and any other areas such as package rooms or the elevator. This allows Virtual Doorman to securely and continuously track all visitors from entry to exit and take action as required.

Convenience: Virtual Doorman is a 24x7 virtual attendant. The technology can be customized to allow monitored building access or admission to storage areas for the delivery of packages. It can be configured to control many building functions by remote interaction, such as:

- Open and close doors, unlock and lock windows and doors
- Control building systems (such as lights, HVAC)
- Secure elevators, control access to specific floors
- Provide owners with ability to view their property remotely
- Activate and deactivate alarms
- Control and monitor access to specific areas (gym, laundry, mechanical rooms, children's playroom, garage, etc.)
- Provide visual access while residents are away

Virtual Doorman Elements

Virtual Doorman incorporates three main components as part of its overall package. These include **Building Access Control**, **Interactive Video Surveillance** and **Visitor Management**.

Building Access Control

This feature ensures that only authorized tenants and their guests can enter the building and specific areas within the building. Residents gain entry to the building by presenting an electronic access card to a reader at specified doors. This electronic access card can be in the form of a keyfob, card, wireless remote, or even can integrate biometric identification so a finger or handprint can be scanned for access. The reader can also grant access to individual apartment units or to "members only" areas, such as the garage, pool or the gym.

An additional card reader or fingerprint reader is installed to protect the building's package room to enable packages to be delivered to a secure location and only picked up by their intended recipient. A refrigerated storage area in the building can also be outfitted with access control to facilitate grocery and floral deliveries.

By incorporating building access control, Virtual Doorman prevents intruders from entering the building, while also providing a time-and-date-stamped record of any tenants who use their cards for authorized entries. Video camera surveillance is utilized in combination with the card reader for additional backup and verification. Often, a burglar alarm panel is integrated into the system to provide additional security.

Interactive Video Surveillance

Interactive video surveillance enables us to view activity at your property, interact with the premises, and take action as necessary and according to your specific instructions. Our Virtual Doormen carefully control the cameras to track activity and secure the premises. Functioning as the eyes and ears of the system, our Virtual Doormen use a proprietary combination of videoconferencing, CCTV and interactive video monitoring to gain visual access to your property to perform their job.

For monitoring of indoor areas, we utilize mini and micro dome cameras which deliver high-resolution images while remaining almost entirely hidden. Corner mounted, wide angle cameras offer full coverage in small areas such as elevators. For outdoor monitoring of the front entrance, roof, garden or other areas, we use high-resolution auto iris cameras – which provide clear, strong images. All images are stored on the system's digital video recorder. In the event of an incident, all video footage can be easily retrieved and exported to a CD or DVD, and given to the police or the management company.

Visitor Management

If the tenant is at home: The new version of Virtual Doorman features a video intercom system that presents the visitor with a digital list of tenants to choose from. When a tenant is selected, the intercom connects the visitor to a specific apartment. The tenant will then be able to see and speak with the visitor and use a button on the intercom to temporarily unlock the required doors, granting access to that specific visitor. In addition, the tenant will be able to follow the visitor visually via the building's security cameras as they enter.

If the tenant is not at home: Virtual Doorman will remotely allow (or disallow) entry based on each tenants' specific instructions for that specific guest. For instance, tenants no longer need wait at home for a FedEx delivery, particularly when delivery windows span several hours. Virtual Doorman will manage entry and drop off, and tenants are notified via email when a package has been received and is waiting.

Virtual Doorman in the Future

Virtual Service is working on several initiatives to promote future growth of the Virtual Doorman concept. New construction is a primary source of new business expansion. Virtual Service is partnering with area developers, architects and realtors to further the company's reach. Increased marketing of the technology beyond the New York Metro and Tri State area is a future goal as well. In addition to geographic expansion, Virtual Service is expanding into new markets such as smaller office buildings, university dormitories and gated communities.

The dynamic leadership, new strategies for growth and building clientele have all translated in substantial advances for the company in the last six years. Virtual Service's future continues to look very promising.

Virtual Doorman -- Technology for Easy Living!



Virtual Doorman Q&A

1. What is Virtual Doorman?

Virtual Doorman™ is an innovative and cost effective alternative or supplement to the “traditional doorman”. It is a system that conveniently gives building owners and tenants a security guard, concierge, emergency key holder and someone to welcome visitors and guests to their property – all in one package. Virtual Doorman provides 80% of the service of a traditional doorman at 10-15% of the cost. Similar to GM’s popular OnStar automotive service, but for residential properties, Virtual Doorman connects visitors, guests, and delivery personnel with our 24 X 7 monitoring station

Virtual Doorman uses proprietary IP-based technology to achieve all of these features. It relies on proprietary surveillance, intercom and access control systems, combined with alarm devices to remotely monitor and control access to a building. It also costs only a fraction – 10 to 15% -- of the cost of employing a traditional doorman. An average doorman typically costs property owners between \$275,000 and \$400,000 per year, whereas the Virtual Doorman equipment costs approximately \$30,000 installed and has a monthly recurring cost of between \$500 and \$2,500 depending upon the number of units and the level of services requested. This is a huge benefit to property owners and developers such as NY Citiwise, Loewen Development, and North Manhattan Construction, to name a few.

2. Who owns Virtual Doorman™?

Virtual Doorman was created and is owned by Virtual Service, a privately- held, New York-based company that specializes in security systems integration and interactive video monitoring. The company is led by Vice President of Sales and Marketing Colin Foster who handles sales, installations and building business alliances with property owners and managers, realtors and architects; General Manager Cristine Morettin, who handles operations, finance and marketing; and Director of Engineering Christian Decker who handles system design and development and oversees new installations.

3. How long has the company been around?

Virtual Service is a division of Future Communications, a New York Corporation founded in 1993 and incorporated in 1997. The Virtual Doorman service was developed in 2000 and is a trademark of Future Communications.

4. Who buys Virtual Doorman?

Our target market includes developers, property owners and building managers of small luxury apartment homes, new building complexes, or multi-family homes with 4-60 units. Owners of luxury single-family townhouses or brownstones are also ideal buyers. Virtual Doorman's clients are comprised of property owners, developers and builders that would like to possess the security and services of a traditional doorman and increase the property valuation. However, they recognize the high costs associated with a traditional doorman and are looking for alternative yet equally effective security options. We have also successfully partnered with general contractors, electrical contractors, architects and real estate brokers who see the value of adding this type of service to their clients' projects.

We also find that owners/managing agents of larger apartment complexes want to employ Virtual Doorman to supplement their existing traditional doormen. This usually occurs during shifts where there is less activity such as early morning or late evening (e.g. 11:00 p.m.-7:00 a.m.) shifts.

5. How much does Virtual Doorman cost?

Virtual Doorman is remarkably affordable when compared to the traditional doorman. A system runs anywhere from \$20,000 to \$50,000 installed and a monthly recurring fee of between \$500 and \$2,500 per month depending upon the number of units and the level of additional services required. This is only 10-15% the cost of a traditional doorman.

6. How many buildings are you in and where are they located?

At this point, we are focused on the New York Metro area and have installed our Virtual Doorman systems in dozens of New York buildings. Most of the buildings are small luxury buildings with 4-60 units, however our Virtual Doorman is also at work in a number of luxury private residences (townhouses and brownstones) throughout Manhattan. We span a variety of neighborhoods in New York, from Tribeca and the Village, to Brooklyn and many of the new developments that are now burgeoning in Harlem and the upper- East and West sides.

7. How much do the apartments in these buildings cost and what is the demographic?

Any multi-tenant building with 4 to 60 units can benefit Virtual Doorman. Some of the buildings have apartments starting as low as \$300,000 while many buildings have only multi-million dollar units. With the townhouse and brownstone client there is no limit.

8. Where within a building do you install Virtual Doorman?

It depends on the requirements and needs of each property owner/manager and the layout of the individual building. The "brains of the system" are typically installed in a secure area such as an office or IT room and the cameras and door controllers are located throughout the building as needed. Most property owners install Virtual Doorman's cameras and door controllers to monitor the building perimeter, the front entrance, the lobby area, the inner vestibules, the elevators, the back door, and the mail room/package drop off areas. Some also upgrade to provide remote access to mechanical rooms in the basement for maintenance and service personnel. Additionally, some property owners have chosen to use Virtual Doorman to control access to the gym, garage, pool, or children's play area to monitor membership or provide an extra layer of security for residents with children.

Each property has its unique needs. The beauty of Virtual Doorman is that it's fully customizable to meet those needs.

9. Who does the monitoring?

The highly- trained, professional, operators located at our Monitoring Command Center are courteous, prompt and available 24/7. They have 24/7 access to each property via secure internet connection enabling them to remotely monitor and quickly respond to tenant inquiries.

10. How does the product work?

This new generation of Virtual Doorman uses proprietary surveillance and intercom systems, access control and alarm devices all integrated into one system to monitor and control access to a property. The system works as a full- featured remote attendant for buildings by connecting a lobby video intercom unit with the Monitoring Command Center. By using two- way audio and video conferencing, the attendant at the Monitoring Command Center can talk with the guest or whoever enters the building. The attendant can view those entering and exiting the front entrance and other secured areas of the building and track their activity while inside.

11. What makes this new version of Virtual Doorman different?

This new version of Virtual Doorman is the first system to offer live, two-way, remote video monitoring. Compared to other services, Virtual Doorman can control four times as many doors, can monitor an unlimited number of cameras, and has support for an unlimited number of guests and delivery services. Virtual Doorman makes it easy for residents and property owners/managers to manage their guest lists via our unique interactive Web portal. Residents can access their account from any computer in the world and remotely add or delete a guest from their profile, and can also manage their preferences and settings.

12. Does Virtual Doorman ever not work/go down?

Given that it is an online system that relies on technology, we may experience a lapse in service due to cable or connectivity problems with Internet Service Providers. However, we experience very few outages and these are minimal. Our operating system is designed specifically for this industry and is extremely resilient. In addition, we do run a tandem backup system in the event of any power outages.

13. What happens if Virtual Doorman doesn't work?

We are constantly monitoring our Virtual Doorman buildings from the Virtual Service headquarters, and we know immediately if the system is experiencing problems. In most cases, the downtime is very short. In the unlikely event of an extended service outage, tenants simply use their keys to gain access to the building or other areas. Package deliveries and other services will receive a message asking them to reattempt delivery. In some buildings, you may choose to have the superintendent fill in, just as he would for a traditional doorman, if the building experiences a service interruption with its internet access.

14. Who are Virtual Doorman's competitors?

Virtual Service believes that our Virtual Doorman service is truly unique and innovative when it comes to security in residential buildings and helping maintain and increase property value for city dwellers. While there are one or two companies that provide video intercom systems that are connected to an access control platform, none offers a system with the full complement of features that is available with Virtual Doorman. Our latest version is truly unique – with its two-way video capabilities, interactive web portal, and other proprietary features – no one offers anything similar! From the standpoint of traditional security/CCTV systems, if a property owner decides that they do not want to

employ a traditional doorman or even a Virtual Doorman, then we would install a traditional security system and be in competition with other providers of high end surveillance systems such as Henry Bros., Diebold and Ingersoll Rand. These companies do not, however, offer Virtual Doorman.

Virtual Doorman is a *full service package* and offers great *flexibility of services*. Buildings can pick and choose the services and features that best fit their needs and budget from a wide range of options in security and concierge features.

15. How long is the typical installation?

It typically takes about 2 to 3 weeks to install the Virtual Doorman system. However, in new construction, our technicians will pre-wire the building prior to the completion of the walls and then must wait to finish until the walls are closed up, the doors are installed, and the project is near completion. At that point, we will come back to the property and install the cameras, door controllers and other equipment to complete the installation.

16. Are there any buildings that won't work with Virtual Doorman?

Virtual Doorman is typically not an ideal solution for very large buildings. In buildings with over 100 units, employing a full-time traditional doorman might be the best and most cost-effective solution, as the costs associated with a traditional doorman can be shared by a larger number of homeowners.

17. What does the property owner gain from Virtual Doorman?

Property owners, developers, realtors and architects are Virtual Doorman's biggest supporters. They recognize that security and convenience play an important part in increasing the value of their property investments, yet they are continually seeking ways to save up front costs. Virtual Doorman provides this in one complete package, while maintaining low monthly fees for tenants.

From a re-sale perspective, the luxury real-estate market within urban areas is very competitive. You may have nearly identical units within one block of each other, each outfitted with heart of pine floors, high-end appliances and fixtures, a wine cellar, and a screening room. Yet if one does not have a doorman and the other has Virtual Doorman, it is clear which unit has a distinct advantage.

Security and convenience are extremely powerful differentiators for busy professionals in this city.

18. What does the tenant gain from Virtual Doorman?

Tenants gain an amazing level of convenience and peace of mind by utilizing Virtual Doorman's "technology for easy living™". Virtual Doorman takes care of the security as well as the more common, day-to-day "administrative" tasks that come with owning an apartment.

Here are a few examples of such conveniences:

1) You get locked out of your apartment or forget your keys. You can buzz your Virtual Doorman who can immediately unlock your door for you or grant access to a key safe containing your spare set of apartment keys.

2) FedEx or Fresh Direct delivers a package. Your Virtual Doorman can visually verify their identity, let him or her in, and send you an immediate email notifying you that your package has arrived. There's no need to stay at home and wait.

3) You have a plumber who needs to fix a leak in your apartment. You activate the camera within your apartment and have Virtual Doorman monitor his work. After he is finished, you ask Virtual Doorman to switch the camera off.

4) You leave for the Hamptons over the summer and want to let a relative in your apartment for the weekend. You can send a photo of your relative via email or assign him a password, notify Virtual Doorman, and the system will let your relative in upon his arrival and password/photo clearance.

5) It's late and you feel unsafe as you enter the front door of your apartment building. You can use a finger print reader to immediately call 911 and send the police to your building or have Virtual Doorman visually monitor and follow you through your building, to your floor, until you are safely in your apartment.

Furthermore, most property owners would agree that while owning property in the New York Metro and Tri State area is immensely rewarding, it can be equally stressful. Tenants feel the pressure of ensuring their investments increase in resale value year after year. Having Virtual Doorman can dramatically improve their property value and is a great differentiator as they market their property.

19. How did you come up with this idea?

Our parent company, Future Communications, is a leading provider and integrator of audio visual, videoconferencing and telecommunications systems. With the launch of the Virtual Service division in the late 90's, the company translated our expertise in interactive video technology to the security industry. We offer clients interactive, digital video security systems that provide for preventative security solutions. Virtual Doorman was an innovative, yet logical next step for us to take as it combines the latest in interactive video technology with new advances in the security industry.

20. What are Virtual Doorman's future plans?

We are extremely excited that property owners, managers and realtors in the NYC Metro and Tri-state area have embraced Virtual Doorman—and the word of mouth following we have achieved thus far is spectacular. Our next step is to broaden the geographic footprint of Virtual Doorman to include other areas in the Northeast such as Boston and Philadelphia, and then to launch Virtual Doorman nationwide through our dealer network.

While we believe that smaller luxury buildings will always be our main focus, we intend to expand the scope of Virtual Doorman to include smaller office buildings, college dormitories, and luxury gated communities. These properties would reap immediate benefits from Virtual Doorman's services.

###



Executive Bios

Executive Biography

Colin Foster

Vice President of Sales and Marketing, Virtual Doorman™

Colin Foster's extensive background in the security and surveillance industries, strong track record in sales and marketing, and keen business acumen have helped bring Virtual Doorman™ to its current rate of success in the New York Metro and Tri-State Area. He combines his vision and particular expertise in interactive video technology with a deep understanding of the competitive pressures that property owners face to help them increase the value of their building investments. Colin's unique mix of technology and industry know-how has enabled the company to produce an affordable package that truly revolutionizes personal services and security within the real estate market.

Colin has been associated with Virtual Service since its inception and was instrumental in creating the architecture for the company's premier Virtual Doorman package. Today, Colin leverages his extensive knowledge to further develop the product's functionality and increase Virtual Doorman's reach regionally and nationally.

He is responsible for directing sales and marketing efforts and works closely with all Account and Project Managers. He is also entrenched in working with building managers and real estate brokers to ensure optimal product performance and plan for clients' and tenants' future security needs. He oversees training and development operations to ensure continued customer satisfaction; and works closely with the General Manager to manage vendor relations, pricing and financial management.

Prior to Virtual Service, Colin worked on the New York Stock Exchange as a Specialist. In addition to numerous entrepreneurial endeavors, he held various positions at Digital Equipment and Lotus Development. Colin is a frequent speaker for management conferences and business training seminars throughout the Northeast. He recently spoke at the Buildings New York Show where he presented a seminar on security systems integration to building owners, developers and managers.

###

***Executive Biography
Christian Decker
Director of Engineering, Virtual Doorman™***

Christian Decker serves as the technology guru for Virtual Doorman™, coordinating all specification, installation, servicing and maintenance of client projects. He is a trained engineer and a licensed professional in the installation and servicing all varieties of security and audio visual surveillance equipment. Christian's core expertise lies in innovating and deploying effective solutions to fulfill each client's individual needs. His engineering and deep technical background allows the company to stay the forefront of technology by integrating new products to create unique solutions for our customers

Prior to the launch of Virtual Doorman, Christian worked for our parent company, Future Communications, for several years. He also gained experience as a technician for Bucknell's Information Services and Resources department and as a site inspector at a civil engineering firm.

Christian earned his degree in Mechanical Engineering from Bucknell University in Lewisburg, PA. He resides in New York.

###

Executive Biography
Cristine Morettin
General Manager, Virtual Doorman™

Cristine Morettin brings more than 15 years of strategic marketing and business development to Virtual Doorman™. Her combination of energy, enthusiasm and solid operational knowledge makes her a valuable contributor to the company. She joined Virtual Service in 2003 as General Manager, and today applies her breadth of business knowledge and expertise to drive corporate growth and manage internal operations.

In addition to her responsibilities at the core operational level, Cristine handles the company's marketing, sales and communications strategies. She also oversees financial and legal operations for the company.

Prior to joining the company, Cristine gained much of her expertise in product marketing while working for Time Inc. and Sports Illustrated in the position of Marketing Director. She also gained technical and business operational knowledge during her tenure as Account Director for various technology and telecommunications accounts at a leading direct/relationship marketing agency. Cristine has also held a number of previous positions in marketing and business development in the publishing and technology arenas.

Cristine earned her undergraduate degree in 1989 from Southern Methodist University in Dallas, Texas. She resides in New York, NY with her husband and daughter.

###



PRESS RELEASES

**VIRTUAL DOORMAN™ REDEFINES THE ROLE OF THE DOORMAN;
HELPS NYC PROPERTY OWNERS BOOST SECURITY AND PROPERTY VALUE**

Convenient and Creative Surveillance Technology Now Available for Luxury Residential Buildings in New York Metro and Tri-State

NEW YORK, NY –Virtual Service today announced it is reshaping the role of the traditional doorman with the launch of the latest version of its flagship product, Virtual Doorman™, which provides a cost effective, convenient and secure alternative for residences seeking an alternative to around-the-clock security or doormen. Now, regardless of address or size of building, developers can install Virtual Doorman to maintain heightened security in a building at a fraction of the cost of employing a concierge or doorman. In addition, Virtual Doorman provides tenants of these buildings with the luxury and convenience of a doorman as well as the assurance of 24x7 monitoring of their property.

According to union figures and recent reports in the *New York Times*, a building typically spends an average of \$80,000 per year per doorman in wages, overtime and benefits. Given that typically a building employs four to six doormen, working three daily shifts on weekends and weekdays, that translates to between \$275,000 and \$400,000 per year. Virtual Doorman costs only 15-20% of that cost, making it an excellent investment. It is an ideal solution for developers and property managers of smaller luxury apartment buildings, new complexes or multi-family homes with 4-60 units who wish to offer a high level of convenience and security to their tenants, without pricing them out of the market.

“Virtual Doorman has changed how we integrate and market security and concierge features in our buildings,” said Ross Berman, of NY Citiwise, LLC. “It was remarkably easy to install and has given us an edge over other buildings. We no longer have to pass the extra hundreds or thousand plus dollars to our tenants to maintain a doorman, and can still offer them the same – if not better—level of security and attention. Our buyers love it. As busy professionals, they not only appreciate the convenience of having Virtual Doorman, but also the relief of having some anonymity and no holiday tipping expenses.”

How Virtual Doorman Works

The beauty of Virtual Doorman™ lies in that it is a complete and customizable service, offering visitor and package reception service, security and building management rolled into one system. At the building, a “virtual attendant” uses a series of well-positioned surveillance cameras and Web-based technologies to efficiently interface with visitors, residents and package delivery

services. Virtual Doorman also helps tenants with day-to-day tasks such as unlocking their doors if they have forgotten keys, letting pre-approved guests into their apartments if they are away, and accepting delivery of packages or dry cleaning.

“Virtual Doorman offers the New York Metro and Tri-State area a unique solution. It brings convenience, security and peace of mind for tenants, and enhanced property value and prestige for building owners. These are real competitive advantages in New York’s ultra- aggressive real-estate market. It’s a win-win package for building owners, realtors, and tenants,” said Colin Foster, vice president of sales and marketing for Virtual Doorman.

System Features

Virtual Doorman provides three main features as part of its overall package: Building Access Control, Interactive Video Surveillance and Visitor Management. *Building Access Control* ensures that only authorized tenants and their guests can enter; it acts as an additional safeguard by denying entry to intruders and providing a time record of authorized entries. *Video Surveillance* uses a variety of strategically placed indoor and outdoor cameras to deliver high-resolution images and video footage which can easily be retrieved if needed. Videoconferencing technology is integrated to offer additional functionality and two-way video. *Visitor Management* is a sophisticated Web-based system that provides customized access to visitors and delivery personnel. The system automatically manages entry, drop off, and tenant notification of package delivery and other services.

Virtual Doorman uses a secure internet connection and integrated digital CCTV, cameras, intercom devices, monitoring equipment and access control systems. These elements are integrated into one secure, streamlined platform that is operated remotely by the Virtual Doorman operators; residential properties are monitored continuously to ensure controlled access to the premises and the utmost in security.

In the future, the company plans to broaden its geographic reach to areas in the Northeast and eventually nationwide through its dealer network. The company also plans to expand its scope to market Virtual Doorman to office buildings, college dormitories and/or smaller, luxury gated communities.

About Virtual Doorman

Virtual Doorman, developed by New York-based Virtual Service, is a unique system that is designed to provide buildings with a cost-effective alternative to a traditional doorman or

concierge. The package offers luxury residential buildings and private residences the increased convenience, heightened security and peace of mind of a doorman without the added costs associated with a full-time doorman. Virtual Doorman's clients include such prestigious organizations as Shawmut Design & Construction, Douglas Elliman Property Management and North Manhattan Construction. Virtual Service primarily markets Virtual Doorman within the New York Metro and Tri-State Area. The company is headquartered at 104 West 40th Street, 2nd Floor, New York, NY and can be reached at 212-400-6000, via email at info@virtualdoorman.com or on the web at www.virtualdoorman.com.

###