



The Community Portal

CREATING COMMUNITIES WITH NEIGHBORS

What is the Community Portal?

The Community Portal is a revolutionary Internet product designed to incorporate today's technology with the familiar neighborly contact of the past. In non-stop, high stress lifestyle, the close-knit ease of community living has lost that nostalgic charm. The community Portal provides a central location for neighbors within a community to obtain and share information while maintaining the social contact many desire, but few have the time to afford. With the workload increasing and social time decreasing, the Community Portal is the ideal solution for instant access to everyday living.

Who benefits from the Community Portal?

The needs of the community are the driving force behind the design of the Community Portal. Its benefits incorporate both neighbors as well as local merchants into one comprehensive location at your fingertips. With features such as the Community Kiosk, you can post messages and questions for just about anything. Imagine the ease of organizing a school carpool, or advertising your garage sale to the neighborhood. You can chat with your neighbors at hour of the day, or even contact them through Video Call*. The Village provides information on local merchants, vendors and services ranging from the nearest Italian Restaurant to the hours of your favorite nail salon. You can even shop online from merchants who are e-commerce enabled. All the information you need to know about your association is available with the click of the mouse, including minutes for the last meeting, architectural guidelines and online voting for board election. The benefits are endless with the variety of features the Community Portal has to offer.

Who maintains the Community Portal?

ANTOGEN Technology maintains the Community Portals common content and any features that are custom developed. Self-management tools are provided at a cost to allow Property Management and 3rd Party Vendors to administer their paid portions of the portal. The Community Portal is a hosted service, so there is no hardware to maintain or software to install. By purchasing a license, access is granted immediately to the portal for instant use. You have the best hardware, cutting edge software and design, and scalable bandwidth at your fingertips for a fraction of the cost it would take to develop you own portal.

Is there a demonstration for the Community Portal?

Absolutely...contact for your login and password

You are free to explore all the functionality of the Community Portal. Use the Flash tour for a guided look at what the Community Portal can do for you and your neighbors. A demonstration tailored to your association or community is available for a limited number of households for 30 days. The custom demonstration does carry a nominal fee that can be applied towards the purchase of licenses to the Community Portal.



What features are included in the Community Portal?

The following table outlines the features and benefits that are included with the Community Portal. The Community Portal can be licensed at one of three levels of service. Each level of service includes a certain amount of functionality. Additional functionality and custom development is available. All features are free of upgrade costs during your licensing period. We suggest that you consult with your association or community members to see which features contain the most benefits.

	Standard Portal	Enhanced Portal	Advanced Portal	3 rd Party Sponsored
Front Porch				
<input type="checkbox"/> Local Community Information	✓	✓	✓	
<input type="checkbox"/> New Homes Gallery				✓
▪ New Home Search Tool				✓
▪ Detailed New Home Pages				✓
▪ Builder Spotlight Page				✓
<input type="checkbox"/> Builder Site Manager Tool				
<input type="checkbox"/> Home Sales Listing	✓	✓	✓	
▪ Home Search Tool	✓	✓	✓	
▪ Owner Listing Tool	✓	✓	✓	
Community Portal				
SECURE LOGIN AND ACCOUNT MANAGEMENT	✓	✓	✓	
Association Section				
<input type="checkbox"/> Newsletters	✓	✓	✓	
<input type="checkbox"/> Full publication services			✓	
<input type="checkbox"/> CC&R's	✓	✓	✓	
▪ Full publication services			✓	
<input type="checkbox"/> Minutes	✓	✓	✓	
▪ Full publication services			✓	
<input type="checkbox"/> Architectural Guide	✓	✓	✓	
<input type="checkbox"/> Featured Interior/Exterior Gallery		✓	✓	
▪ Full publication services			✓	
▪ Arch Guideline FAQ's		✓	✓	
<input type="checkbox"/> Maintenance Request Form	✓	✓	✓	
<input type="checkbox"/> Online Association Voting Tool		C	C	
<input type="checkbox"/> Custom forms or pages	C	C	C	
<input type="checkbox"/> Online Association Dues Payment			C	
Neighbors Section				
<input type="checkbox"/> Chat	✓	✓	✓	
<input type="checkbox"/> Email Portal		✓	A	
<input type="checkbox"/> Video Call			A	
<input type="checkbox"/> Personal Web Space		A	A	
Community Kiosk				
<input type="checkbox"/> Add/Modify/Delete Postings	✓	✓	✓	
<input type="checkbox"/> Kiosk Postings Search Tool			✓	
<input type="checkbox"/> Community Rolodex	✓	✓	✓	
<input type="checkbox"/> Approved Contractors Directory	✓	✓	✓	
Local Contacts				



<input type="checkbox"/> My Contacts	✓	✓	✓	
<input type="checkbox"/> Local, public and utility contacts	✓	✓	✓	
Shopping				
<input type="checkbox"/> Merchant Index				✓
<input type="checkbox"/> Product and Services Search Tool				✓
<input type="checkbox"/> Merchant Commerce Tool				✓

Other Features				
<input type="checkbox"/> Site Content Maintenance	✓	✓	✓	
<input type="checkbox"/> Custom Tool Development	C	C	C	
<input type="checkbox"/> Custom Publication Services			✓	
<input type="checkbox"/> Electronic Payment Services			A	
<input type="checkbox"/> Contact & Feedback Forms	✓	✓	✓	
<input type="checkbox"/> Help	✓	✓	✓	
<input type="checkbox"/> Custom FAQ's		✓	✓	

- ✓ **Included**
- C **Custom Feature**
- A **Available Soon**

How long does it take to create a Community Portal?

Your Community Portal can be built and customized for use in 30 days or less, depending on the number of households and level of service to be provided. Custom components may extend this period up to an additional 15 days depending on the complexity and amount of content required. A scheduled timeline for launch of your Community Portal will be provided during your content consultation. Licensing does not begin until the portal is live and you are satisfied with all the features and content.

What other opportunities does the Community Portal have?

The Community Portal gives merchants and vendors the ability to advertise in strategic locations that are non-intrusive the residents using it. Individual or companies interested in placing an advertisement for their company or services on the Community Portal for this community or any other one of several communities may include home builders looking to promote a new development, a local vendor that wants to capture business or a Real Estate agent that would like to give exposure to their services. A pamphlet with areas of opportunity for advertising both in the public and private portions is available upon request.

Advertising, however, is available to no cost to the residents of the Community Portal for the sale of their home, adding their own professional services in the Neighborhood Rolodex, or residents wanting to refer a particular contractor in the Contractor Directory. The property management company does reserve the right to remove any of the no-fee advertisements at anytime in the event it poses problems in good taste or conflict with other paying advertisers.



Community Portal Pricing & Licensing

There are several ways the Community Portal can be purchased. Because the Community Portal is an ASP based product, you simply need to buy the license. No software or hardware is needed; simply sign on to the Internet and the Community Portal is at your fingertips. Pricing is broken up into two categories: Custom Development Pricing and End User License Pricing. Custom Development Pricing includes all custom services and publication services designated by a c in the features table. End User Licensing gives access to the Community Portal and the features that are identified in the licensing agreement.

Custom Development Pricing

- Pre-priced on a per-feature basis
- See your representative for a quote on custom feature development and publication pricing

End User Licensing

- Licensing can be purchased for six month periods
- Discounts are provided for yearly contracts
- Licensing is based on the number of households within an association or community
- A minimum licensing fee is applicable to communities or association with less than 250 households
- Licensing may be transferred from one household to another for the same address for a nominal charge
- Licenses cannot be exchanged between communities under different contracts
- 30 day demonstration licenses are available for up to 10 households within an association or community

The Next Step: A Community Portal of Your Own

For information on having a Community Portal build for your association or community, contact ANTOGEN Technology at 714.814.9937. You can also email us at info@antogen.com. Be sure to include your contact information and community or association you are interested in building a Community Portal for.



Community Portal Advertising

CREATING COMMUNITIES WITH NEIGHBORS

Are you interested in placing an advertisement for your company or services on the Community Portal for this community or any other one of several communities? If you are a home builder looking to promote your new development within this or other communities, a local vendor that wants to capture business or a Real Estate agent that would like to give exposure to their services, the Community portal has a spot for you.

What is the Community Portal?

The Community Portal is a revolutionary Internet product designed to incorporate today's technology with the familiar neighborly contact of the past. In non-stop, high stress lifestyle, the close-knit ease of community living has lost that nostalgic charm. The community Portal provides a central location for neighbors within a community to obtain and share information while maintaining the social contact many desire, but few have the time to afford. With the workload increasing and social time decreasing, the Community Portal is the ideal solution for instant access to everyday living.

Advertising Opportunities

We have listed areas of opportunity for advertising both in the public and private portions. Your representative or ANTOGEN Technology can answer or clarify any questions you may have regarding placement, position, rates and run of site opportunities.

Builder Advertising & Showcase

The Community Portal offers builders of a new development within the community to present a comprehensive site to showcase their new homes to perspective buyers. Some of the offerings include simple advertising spots in the New Home Gallery, to full detailed layouts of home plans.

- Builder Information
- New Home Showcases
- Detailed Plan Showcases
- Featured home on the New Home Gallery page
- Integrated form and e-mail solutions
- Links to Builder's website
- Full New Home Development package, including most of the features above with custom design

Builders may also have custom forms and links built to satisfy their every need. The New Home Gallery is priced for each builder based on the number of homes within the development, regardless of how long the site remains active.



Local Vendor Advertising & Shopping

If you are a local vendor, merchant, or service provider, the Community Portal provides the perfect opportunity to attract business local residents. There are several positions places in high visibility location through out the Community Portal to get you noticed. There is also the Village, a comprehensive marketplace where all local merchant and vendors may list their services and products. From a simple listing in the appropriate category, to full custom design solutions for online store, the possibilities are endless. Take a look at some of the advertising opportunities below:

- Featured vendor in the Community Portal Village
- Category sponsor vendor in the Community Portal Village
- Vendor store listed in the Community Portal Village
- Custom store in the Community Portal Village
- Links to vendor website from the Community Portal Village
- Advertising on My Portal entry page

Other Advertising Opportunities

Additional advertising opportunities are available in undisclosed areas. Certain portions of the site not detailed in the above outline are available on a custom price plan.

- Custom locations
- Feature spots next to Home Sales listings
- Community Kiosk announcements for all neighbors who opt-in
- Custom development of advertising graphic
- Custom development of store

Is there a demonstration for the Community Portal?

Absolutely...contact for your login and password.

You are free to explore all the functionality of the Community Portal. Use the Flash tour for a guided look at what the Community Portal can do for you and your neighbors.

To Advertise in a Community Portal...

For information on advertising in a Community Portal, contact your representative or ANTOGEN Technology at 714-814-9937. You can also email us at inforeq@antogen.com. Be sure to include your contact information and community or association you are interested in advertising in.



Community Portal Advertising

CREATING COMMUNITIES WITH NEIGHBORS

Supplement A: Index of Advertising Location and Positions

Builder Showcase



Inclusion into New Home Search – Per Tract



Listing Plans by Tract Name (includes coding and design)



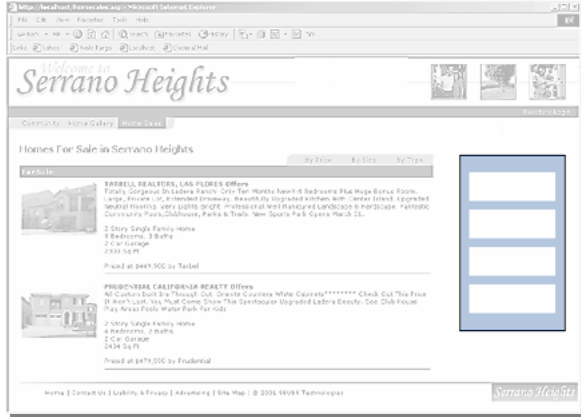
Search Page Feature Spot



Model Plan Detail Page (includes coding and design)



Home Sales



Feature Spot

Community Portal



Community Sponsor Feature Spot



Village Category Feature Spot



Community Portal



Featured Village Shop Spot – Village Home Page



Listing in Village Category



Featured Village Shops Spots – Village Home Page



Community Portal Advertising

CREATING COMMUNITIES WITH NEIGHBORS

Supplement B: Advertising Pricing Schedule

Households				
Front Porch Portal Location	1-50	50-150	150-300	300+
Builder Showcase				
Inclusion into New Home Search – Per Tract	\$249 /ea	\$399 /ea	\$549 /ea	\$799 /ea
Search Page Feature Spot	\$99 /mo	\$149 /mo	\$199 /mo	\$299 /mo
Listing of Plans by Builder Name (includes coding and design)	\$499	\$699	\$899	\$1099
Custom Builder Profile Page(s)	\$249 /pg	\$349 /pg	\$499 /pg	\$699 /pg
Listing Plans by Tract Name (includes coding and design)	\$499	\$699	\$899	\$1099
Model Plan Detail Page (includes coding and design)	\$249 /ea	\$349 /ea	\$499 /ea	\$699 /ea
Custom Forms (CGI submission and custom coding)	\$149 /ea	\$225 /ea	\$299 /ea	\$399 /ea
New Home Development Package	CONTACT FOR PRICING			
	1-500	500-1000	1000-1500	2000+
Home Sales				
Feature Spot	\$49 /mo	\$59 /mo	\$69 /mo	\$95 /mo
Community Portal Location	1-500	500-1000	1000-1500	2000+
My Portal Entry Page				
Community Sponsor Feature Spot*	\$49 /mo	\$65 /mo	\$79 /mo	\$99 /mo
Kiosk				
Advertising Blitz to Message Board	\$39 /ea	\$49 /ea	\$59 /ea	\$79 /ea
Village**				
Featured Village Shop Spot – Village Home Page	\$49 /mo	\$65 /mo	\$79 /mo	\$99 /mo
Featured Village Shops Spots – Village Home Page	\$29 /mo	\$34 /mo	\$39 /mo	\$49 /mo
Village Category Feature Spot	\$39 /mo	\$49 /mo	\$59 /mo	\$69 /mo
Listing in Village Category	\$19 /mo	\$24 /mo	\$29 /mo	\$39 /mo
Custom Storefront in Village	CONTACT FOR PRICING			
Full Package***	CONTACT FOR PRICING			
Village e-commerce package	CONTACT FOR PRICING			

* Priced For residents who opt in only

** Includes entry into search engine

*** Does not include Village e-commerce package