



CDL Launches i-Home: The Lifestyle Of Tomorrow

February 29, 2000

CDL introduced today its "i-Home" concept - a new generation of homes that are intelligent, interactive and Internet-ready, which aims to offer customers "a lifestyle of tomorrow". Hosted by CDL's Managing Director Kwek Leng Joo, the launch presented CDL's IT strategy as well as a 'live' demonstration of intelligent i-Home features.

The soon-to-be-launched condominium, The Equatorial (located at the junction of Stevens Road and Bukit Timah Road), will be the first residential project that incorporates such intelligent features, including integrated lighting control system, smoke detector, motion sensor light and telecontrol devices. Each apartment will be connected to a Local Area Network and fitted with an interactive touch screen for residents to have access control to essential functions. In addition, there will be access ceilings and vertical cast-in conduits for easy installation of home entertainment systems.

Elaborating on the i-Home concept, Mr. Kwek said, "Technology offers the solution to meet the changing needs of homebuyers in this Cyber Age. We are however mindful of the cost factor in applying technologies to our products. Simply, heavy investments will translate into higher selling prices for buyers. This is not what we want to do." He explained that with strategic planning and the ability to identify and tap on to the right technologies that are already available in the market, the company could deliver a superior product and yet offer its customers the best value for money.

CDL's i-Home will considerably enhance the speed of data transmission, and thereby empower each apartment to conduct a high level of telecommunication and Internet-ready activities. Residents will have better security, enjoy the convenience of mobility, have virtual management of household functions and truly experience the lifestyle of the new millennium.

Also sharing CDL's IT strategy, Mr Kwek expressed that e-business is crucial to business development and operations after much study into this area. However, it is even more crucial to strategise its application with the entire business in mind in order to maximise its potential. Said Mr Kwek, "Rather than jumping into the abyss of hype and speculation, CDL would take a prudent and cautious approach so as to ensure that its investment in technology will result in adding value to its products and services."

Some 100 guests comprising journalists, financial analysts, fund managers and members from the real estate industry attended the Launch at Orchard Hotel.