



## **CDL Launches Trendsetting Freehold Riverfront Homes**

April 29, 2003

Sitting on one of the last few freehold sites along the Singapore River, The Pier At Robertson (The Pier), with its prime riverfront location in the Mohammed Sultan area will be launched on Saturday, 3 May 2003.

Surrounded by ritzy restaurants, trendy clubs and even art galleries, residents and their guests will not be short of entertainment and leisure activities. With this "work, live and play" under one roof concept, The Pier will definitely appeal to the young, trendy and upwardly mobile group.

### **LIVE IN STYLE**

Comprising 201 designer apartments and 12 food and beverage outlets, The Pier is a 10-storey development. It offers a wide selection of one-bedroom studios, two and three-bedroom loft apartments and penthouses with prices ranging from \$679,000 for the smallest one bedroom studio apartments to about \$2.93 million for a river view penthouse. The average selling price of the development is \$900 psf.

Says Mr Chia Ngiang Hong, Group General Manager of CDL, "Interest for the project has been very strong. With the war in Iraq coming to a conclusive end and the government and community's concerted efforts to successfully contain SARS, signs of buying confidence are evident. We are confident that there will be strong demand for the project judging by the encouraging response we received at the soft launch last weekend."

So far, about a quarter of the 100 units launched in Phase 1 have been sold.

### **LIVE WITH SMARTER FEATURES**

As CDL's latest generation Smart Homes, The Pier is appealing with its exciting slew of gadgets and gizmos. One of the most innovative features at The Pier is the Multimedia Messaging Services (MMS) Surveillance Security System, which can capture the image of your visitor at the intercom call panel and send the picture message to your MMS-enabled mobile phone.

And that's not all. Today's gadget crazy professionals will also be pleased to know that each apartment will be equipped with 'smart phones' which have telephony, intercom, internet surfing, e-mail access, SMS/MMS and other functions like bills and fines payment and even movie ticketing.

Mr Chia adds, "Just as technology is never at a standstill, we are also constantly looking out for new innovations to meet customer needs. With The Pier at Robertson, CDL is offering today's more tech-savvy, affluent generation a new genre of smart homes which caters to their independent and mobile lifestyle."

In addition, a state-of-the art intelligent digital security door-lock will be installed for all units. These come with dual key or password access options. Using security cameras located within the property's compound or inside the apartments, residents will also be able to view designated areas of the condominium. The Pier also offers wireless connectivity in and around the pool deck areas, which is ideal for online mobility.

"Visitors to The Pier at Robertson will be able to experience SingTel's range of IDEAS@Home Services. These include services that allow residents to surf wirelessly from anywhere in the home and watch blockbuster movies anytime of the day on their PCs or laptops. They can also request for the printing of digital photos online and have the photos sent to their doorstep," said Mr Andrew Buay, SingTel's Vice President of Consumer Marketing.

### **LIVE, WORK (SOHO) AND PLAY AT THE PIER**

The Pier is also located within the URAs designated SOHO zone. This enables homeowners to easily convert their homes into their registered offices.

Homeowners will be spoilt for choice by the multitude of amenities designed for leisure and convenience such as the infinity pool, rooftop tennis court and gymnasium. To complete this exclusive lifestyle, residents can also enjoy the convenience of unique facilities like a self-service laundrette and hotel-style concierge.