

Rescott, LLC



Adobe Flex Project



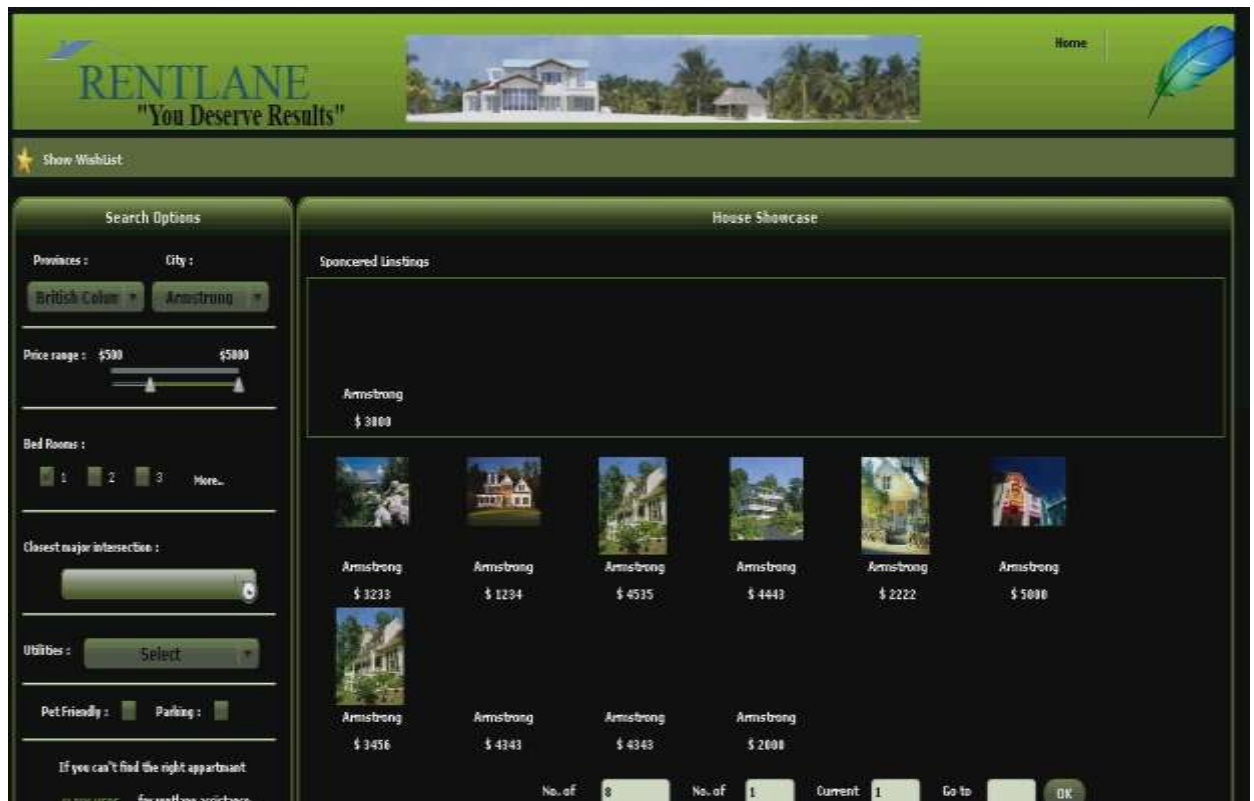
RENTLANE

Introduction

This website is used to locate rental apartment units for people who are looking to find a place to live in, or move. The complete details of each apartment unit are compiled and displayed on this website. It allows a prospective renter to locate an apartment that exactly fit their needs.

The screenshot displays the RENTLANE website interface, which is organized into three main vertical sections under a green header. The header features the RENTLANE logo with the tagline "You Deserve Results" on the left, a central image of a large house, and a "Power User" icon on the right.

- Landlord Section:** This section is titled "Landlord" and includes a "Login" and "Signup" button. It contains text for new and registered landlords, a list of assistance topics for landlords, and a "Landlord Help" button. A photograph of a modern house is shown at the bottom of this section.
- Renter Search Section:** This section is titled "Renter Search" and features a "Click here to view the Rental Listings" button at the top. Below this is a photograph of two young girls in blue dresses. Further down, there are buttons for "Assistance to Renters" and "Login", along with a "Need assistance to find a place..." text block. A "Welcome to the fastest growing website..." message and a "Click here to view the Rental Listings" button are also present.
- Property Management Section:** This section is titled "Property Management" and contains a paragraph describing the company's services for property managers. It includes a "More information" button and a photograph of a tropical resort area with palm trees and a building.



This website was built in Adobe Flex. Adobe Flex has powered various websites from online shopping like <http://www.nike.com> to television like <http://www.effectiveui.com/earth-live/> to some of the most popular websites like Disney <http://disney.go.com/index> .

Why did we go for Flex?

- ✓ Adobe Flex is a complete, powerful application development solutions for creating and delivering cross platform Rich Internet Application (RIA's) within the enterprise and across the web.
- ✓ Unlike page-based HTML applications, Flex and Flash Player provide many useful ways to send and load data to and from server-side components without requiring the client to reload the view.
- ✓ Flex enables enterprises to create engaging, interactive, expressive applications that dramatically enhance user experience, increasing customer satisfaction and user productivity.

We have many man years of experience in developing in Adobe Flex. For Rentlane we have used many “transition effects” that engage the user and provide an experience unmatched in other Real Estate websites. Speed, an integral part of any website, is a fundamental design feature of Rentlane. Unlike other websites in which the whole page reloads (making it a very slow user experience) , Rentlane built using RIA technologies allows only the specific part of the page in question to be loaded. Finally we ask you to actually try it out ...see the difference and then you will be amazed. This is the Next Generation of websites. The faster your website is Web 2.0 or RIA enabled, the more customers are going to visit your site and increase your bottom line.

Technical Specifications

Rentlane used:

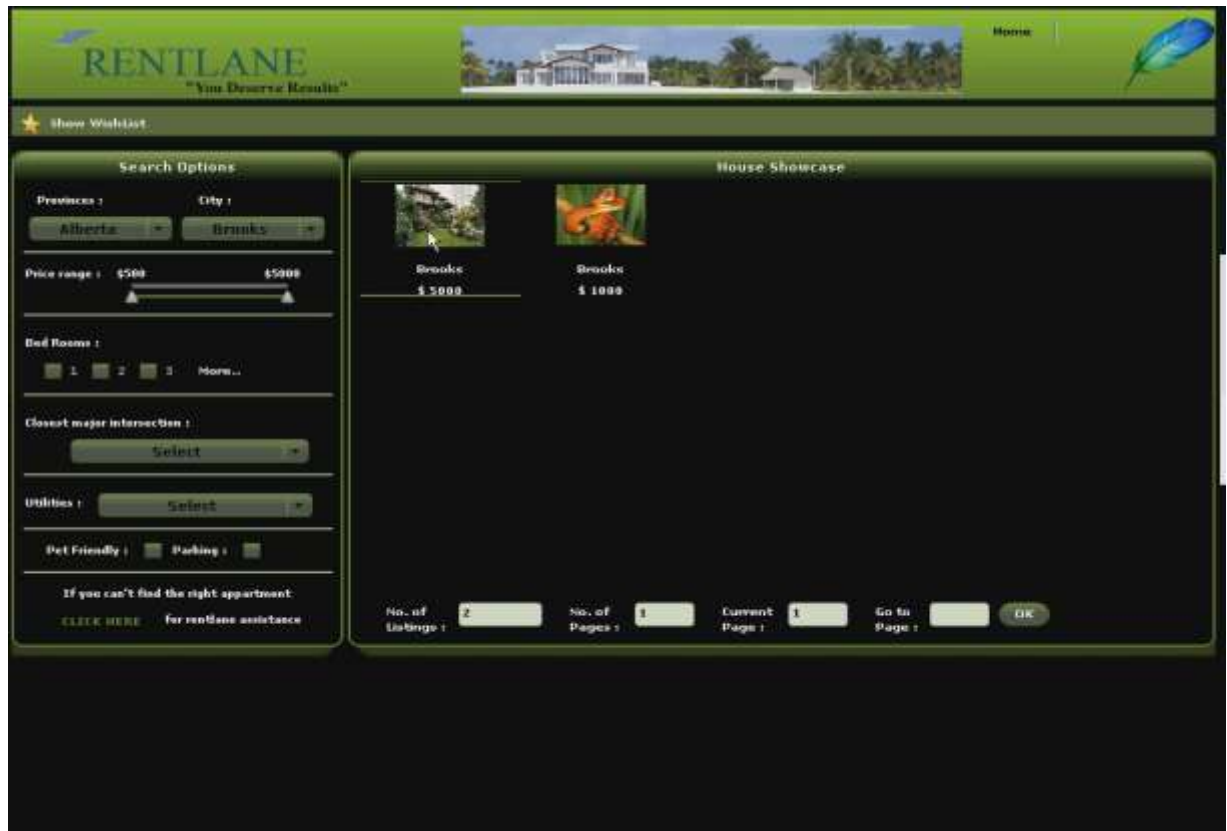
1. Adobe Flex in the front end.
2. It uses a established framework called Cairngorm
3. It uses Blaze Data Services on the backend.

“BlazeDS is the server-based Java remoting and web messaging technology that enables developers to easily connect to back-end distributed data and push data in real-time to Adobe® Flex® and Adobe AIR™ applications for more responsive rich Internet application (RIA) experiences.”

It uses established Flex coding conventions are programming standards.

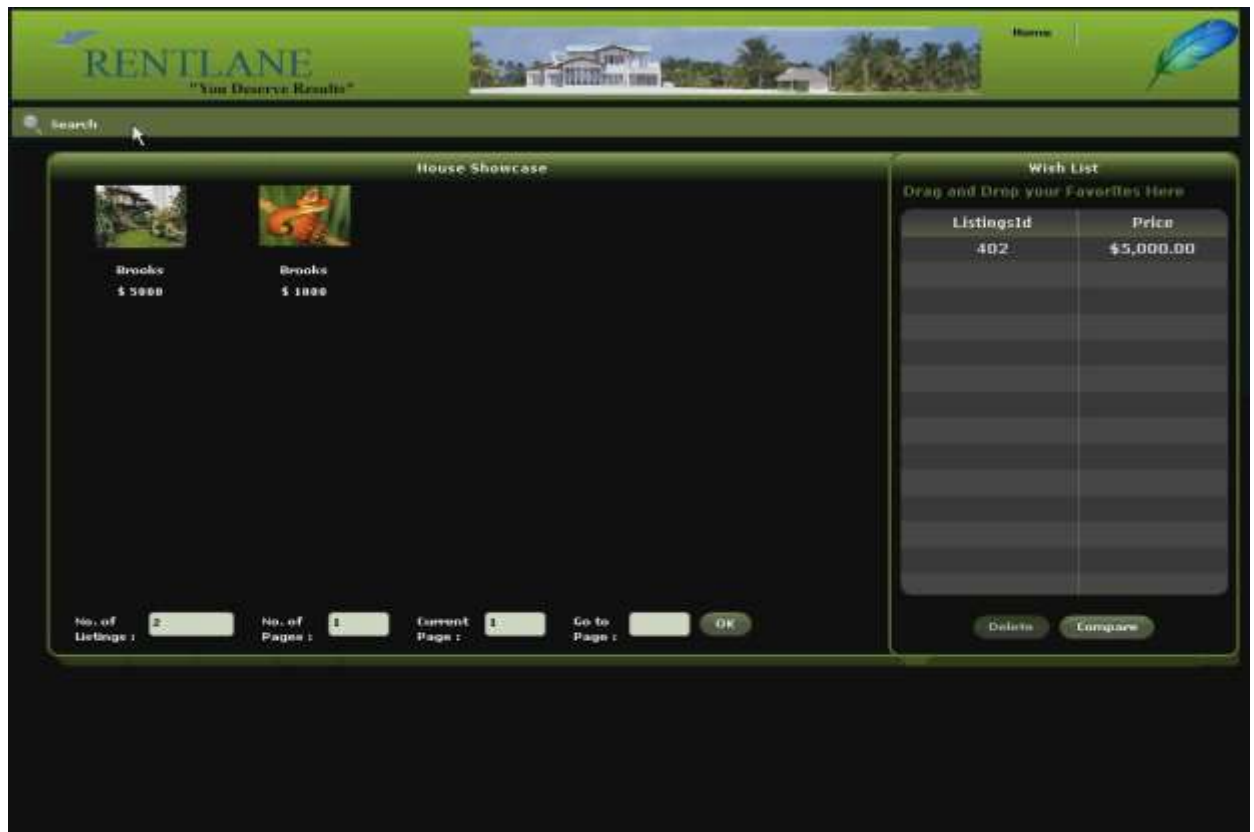
The Search

The main website allows users to search for properties. Search criteria like State, City, Number of Bedrooms, utilities, major intersection can be used to narrow the search and quickly identify a property.



A small picture of the property gives an initial impression. This picture can be clicked on and enlarged. This enlarged view allows the user to view detailed information. The “transition effects” used here gives the user an enjoyable interactive experience. Notice how you can scroll over the different images (exterior, interior and floor plans). More detailed information as well as the address can be viewed in this enlarged view.

Users can also put items into the Wish list. These items can then be emailed to the nearest registered real estate agent. The agent can then act as an intermediary in showing the prospective renter the property and negotiating with the landlord. The real estate agent or “user manager” works in the interest of both parties.



The Search Agent

One of the unique features of this website is the search agent. If you do not find an apartment that matches your unique requirement, log on to the website and enter your requirement. The website will generate a search agent that will search according to your apartment particulars. The next time you log on, viola, the system has searched and found any new apartments that have been added that match your requirements. In addition you can also ask the system to email you any newly added apartments that match.

Administering Rentlane

In addition to the renters view, powerful administration tools allow the administrator and landlord to add, delete and edit listings. At the Rentlane administration back end there are three types of users:

- 1) The power users or agents are commissioned agents that work on behalf of Rentlane. Their job is to populate the website. They typically contact prospective landlords and on behalf of them list their property on the website.
- 2) The landlord themselves can bypass the “agents” and request their listing to be added into the website. The landlords themselves then have a login which allows them to add more listing or delete or edit listings only added by them.
- 3) The administrator has the overall view. The administrator can add/edit/delete listings himself. He can also modify listings of an “agent” or “landlord” and

allow access privileges to the landlord and agent. The administrator, in fact, also details what information needs to be entered in each listing.

Administrator

Administrator can do the following:

- ✓ Member detail management
- ✓ User management
- ✓ Content listing management
- ✓ Template management

Here are some back end management screen shots ...

Edit My Account

RENTLANE
"You Deserve Results"

Home Sign Out

Show Wishlist

Home Details Edit My Account

Member Information Page 1

Username: muddu
Password: *****
Confirm Password: *****
Applicant Name: Mudassir
When are you available to review apartments chosen: 04/30/2008
Number of occupants:
Number of adults:
Number of children:
Current address:
Continue

Member Information Page 2
Member Information Page 3

Manage users

RENTLANE
"You Deserve Results"

Home Sign Out

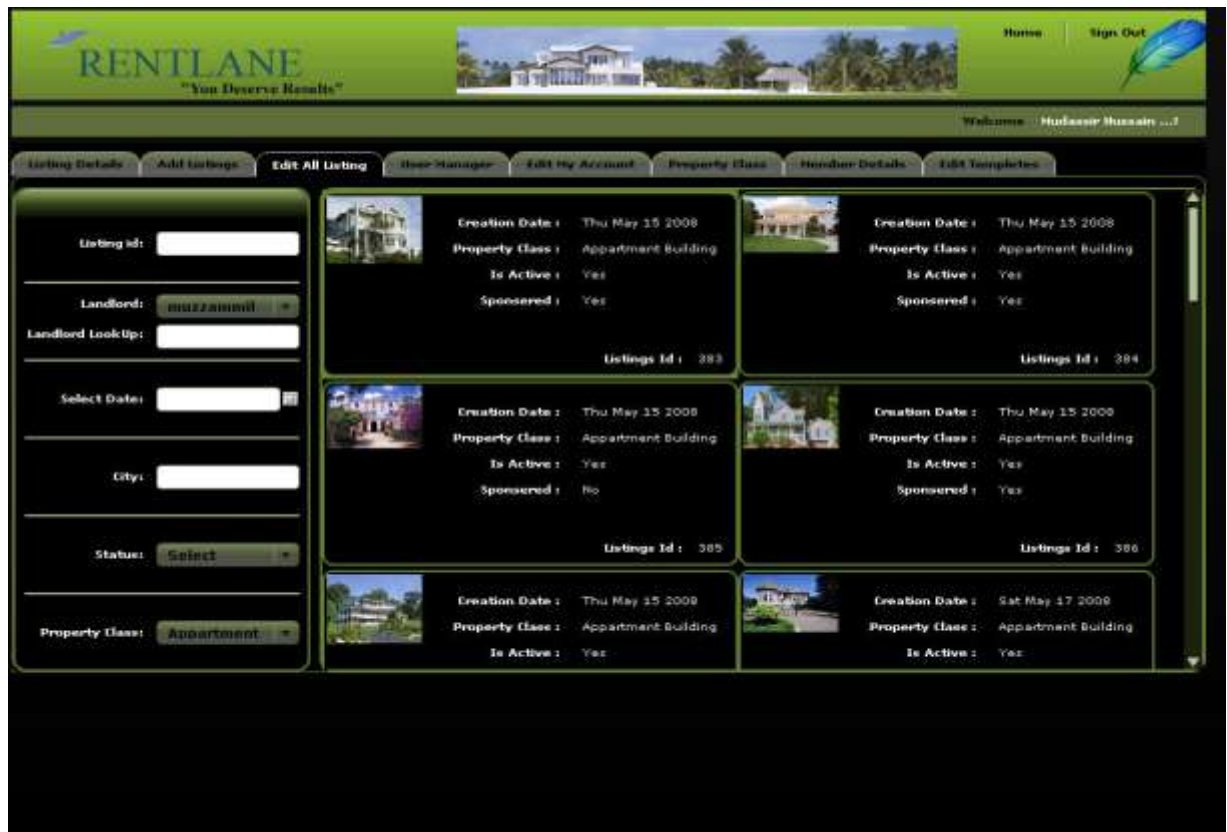
Welcome: Mudassir Hussain ...

Listing Details Add Listings Edit All Listings User Manager Edit My Account Property Users Member Details Edit Properties

Show: Landlord Quick Edit: User ID Add

User Name: abhishek Name: Abhishek Kumar Account Type: Landlord	Email Id: abhi@gmail.com User Active: Yes
User Name: admin Name: Mudassir Hussain Account Type: Power User	Email Id: mudassir.mohd@gmail.com User Active: Yes
User Name: ansar Name: Ansar Ullah Account Type: Landlord	Email Id: ansar@atelier-soft.com User Active: No

Edit a listing



Conclusion: Pushing the envelope on RIA development

Below are two paragraphs copied from the WWW about the future of RIA and Adobe Flex.

“The magic of the [Internet](#) and Internet-based applications has been its constant evolution. Internet-based applications have definitely brought a number of sweeping benefits, for both businesses and consumers; and it has done so in a surprisingly short time. And now we are witnessing another revolution in the making. This next level of Internet experience is being brought about by RIAs – Rich Internet Applications.”

“The effect of rich Internet applications has been incredible, both in breadth and depth. We're seeing everyone from Internet hobbyists to large enterprises building RIAs—and seeing their business improve dramatically as a result. Large financial services institutions are using RIAs to solidify their brand with customers and speed up internal business decision-making through better interaction with mission-critical data. Online retailers have reduced shopping cart abandonment by 50% during the checkout process. Individual developers have integrated slick online mapping services with webcams posted on New York City's traffic lights to give commuters the most up-to-date and useful traffic information.”