

NEW PRODUCT ANNOUNCEMENT

SUPRA RELEASES ENHANCED EKEY APPLICATION FOR SMART PHONES New mobile tools now available for iPhone, Android

Salem, OR – May 6, 2011 -- Supra (www.supraekey.com), a UTC Fire and Security company, is releasing its enhanced eKEY application with new mobile tools today. Beginning with today's release, eKEY has been extended to Android™ and iPhone® platforms.

New tools in the eKEY application include easy-to-save search criteria for fast MLS searches, larger rosters with fast-text search, significantly more MLS data stored on the phone, and a preview of operations that is available in a “Demo” mode accessible before the real estate agents sign-up for service.



Real estate agents who use Supra's eKEY application can use their smart phones as keys. The phone sends a signal to a lockbox, installed at a home for sale, in order to unlock it. While the agent retrieves the house keys from the lockbox, the phone sends activity data to the Supra System real-time information network and the listing agent's email address.

The eKEY application communicates through a smart phone's Internet connection to keep the latest listing and showing information at the fingertips of a real estate agent. Agents can show listings at a moment's notice, answer client questions quickly, and know right away who is showing their listings in order to follow-up a showing while it's still fresh in the buyer's mind.

Real estate agents can download the application and get a preview of its operations through its Demo mode. When ready to subscribe to the system, agents simply notify their boards to enter the correct level of service in the board's administrative system.

eKEY is available at the Android Market for Android phones, the Apple App Store for iPhones, and at Supra's www.ekeymobile.com site for BlackBerry® and other smartphones. The complete list of compatible smart phones, along with other information about the eKEY application, is available at www.ekeyprofessional.com.

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