



Modern families expect to have the world at their fingertips through computer connectivity.

# Connecting your community

**By David W. B. Parker**  
Special to Builders Showcase

The future of the home sales market is in The Connected Community. The Connected Community consists of all the communications services necessary for a new home community bundled together and priced at a bulk rate providing services to each home through an intranet network. The Connected Community is equipped with the capability of handling new electronic technology for controlling automatic functions within the community and between residents and community amenities and features.

With the advent of The Smart Home, The Connected Community is the next logical step in new home communities. It has been coming for some time, but could not be a reality until the telecommunications act of 1996 created a competitive new era for any company to offer all communications services including television, telephone, and Internet. Along with that, broadband cable and DSL technologies have provide the consumer with the ability to get online at high-speeds. Statistics show that consumers have taken to high-speed Internet access quickly and now consider these connections almost necessary in the home though generally cost prohibitive. With the Internet connected family making up over half of American households, providing Internet access has become a serious consideration as mandatory in providing services to new home communities.

## AT HOME DESIGN FACTS & TIPS

The Connected Community bundles telephone, television, and Internet services together for the homeowner at one low rate, sometimes half as much as the same services bought individually. It also offers an interactive intranet to connect the community through a high-speed broadband-type connection whereby

the homeowner can communicate and interact with all aspects of the community and its amenities, local vendors, and other homeowners. This same high-speed connection provides access to the Internet, World Wide Web, and email as well. Along with the bundled services, all the homes in The Connected Community will be installed with a basic Smart Home technology package including structured wiring for home automation and control devices. These devices and controls are centrally accessible through a computer or remote control device and can control such things as security, thermostat, lighting, home theater, sprinkler controls, and more.

The Connected Community system is currently being designed and developed in communities around the country as well as here in Jacksonville including two LandMar communities, North Hampton and Hampton Park. Being prepared for this technology is essential as we move into the 21st Century. Have your community ready as The Connected Community and your sales will sky rocket.

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