

# New tech venture to create 'connected communities'

For the past four years, **PTC Computer Solutions** specialized in high-end, e-commerce Web site design. Now, the nine-employee company is opening a new market.

PTC President **David Parker** introduced **NetNeighbor**, a company division focused on building what he calls "connected communities."

NetNeighbor allows residents within a specific community to communicate with each other at one central Web locale.

NetNeighbor allow residents to schedule golf tee times, lessons and reservations at the clubhouse.

"We will go to the developer and design an Intranet on specifications that the developer gives us," Parker said. "We're basically bringing them a whole technology package."

For years, the Web world has used the word community rather loosely. We've all heard the term "online community" from the likes of Internet giants **America Online** (NYSE: AOL) and **Yahoo!** (Nasdaq: YHOO), but Parker's vision of a connected community involves every aspect of communication.

Three years in the planning, NetNeighbor wants to be a one-stop shop for pre-wiring new subdivisions for every home device possible — phone system, satellite television, home automation and Internet access.

Depending on the size of the subdivision, Parker said, pricing for the technology in each home starts at about \$100, which could be wrapped into mortgage costs.

The linchpin service of NetNeighbor — the technology connecting the other pieces — is a community Intranet for new subdivisions.

"For the technologically advanced family, time in the community becomes an amenity," Parker said. "They want fast access to the Internet and they want it to be easy to use."

Parker teamed up with his father's real estate development and marketing consulting company, **Parker Associates**, to market the new company's services. Parker Associates is an 18-year-old company founded by **David F. Parker**.

"The original concept was me and my father just sitting down and brainstorming how we could bring

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Eric Cravey

ecravey@bizjournals.com

the two companies closer together," Parker said.

He also set up strategic alliances with satellite providers and companies that offer high-speed broadband Internet access. NetNeighbor also had initial discussions with companies to provide bulk rates to each homeowner who moves into these potential "connected communities."

Last week, Jacksonville community development company **Landmar Group** signed a deal to install NetNeighbor in two communities under development.

Terms of the deal were undisclosed, but NetNeighbor will "connect" a projected 315 homes in the **Hampton Park** development in the Baymeadows/9A area. The company will conduct the same service in **North Hampton**, a 599-home development along Lofton Creek west of Fernandina Beach.

"The builders that we work with, and ourselves, recognize that bringing technology into the home is fundamental of development these days," said LandMar COO **Roger Postlethwaite**. "It's our goal to provide the best service to the consumer that we can and our knowledge of technology is nowhere near what they have, so we turn to the expertise they have to bring in this service."

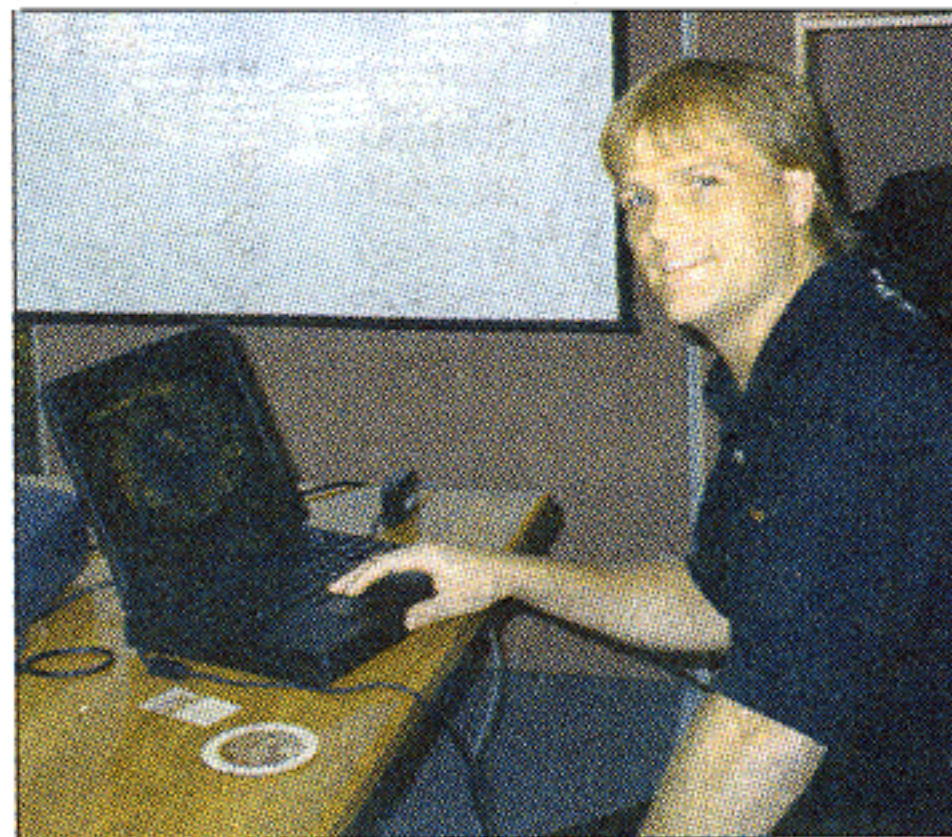


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