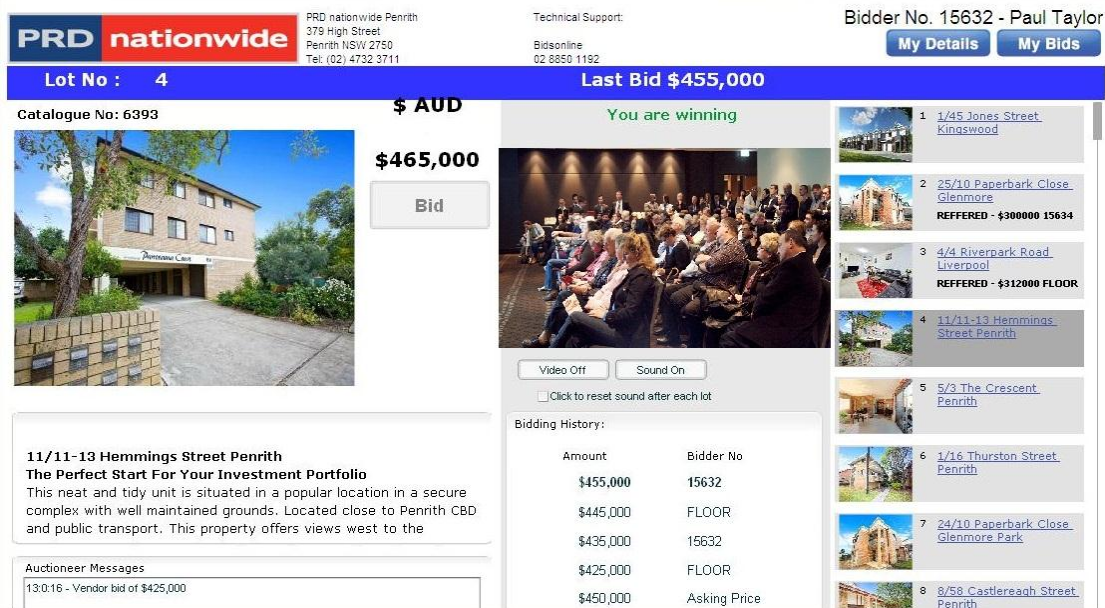


## Broadcast your next property auction and let the world bid too!



PRD nationwide Penrith  
379 High Street  
Penrith NSW 2750  
Tel: (02) 4732 3711

Technical Support:  
Bidsonline  
02 8850 1192

Bidder No. 15632 - Paul Taylor  
[My Details](#) [My Bids](#)

Lot No : 4 Last Bid \$455,000

Catalogue No: 6393 \$ AUD

**\$465,000**

[Bid](#)

**You are winning**

Video Off Sound On  
 Click to reset sound after each lot

Bidding History:

Amount	Bidder No
\$455,000	15632
\$445,000	FLOOR
\$435,000	15632
\$425,000	FLOOR
\$450,000	Asking Price

11/11-13 Hemmings Street Penrith  
**The Perfect Start For Your Investment Portfolio**  
This neat and tidy unit is situated in a popular location in a secure complex with well maintained grounds. Located close to Penrith CBD and public transport. This property offers views west to the

Auctioneer Messages  
13:0:16 - Vendor bid of \$425,000

- 1/45 Jones Street Kingswood
- 25/10 Paperbark Close Glenmore  
REFERRED - \$300000 15634
- 4/4 Riverpark Road Liverpool  
REFERRED - \$312000 FLOOR
- 11/11-13 Hemmings Street Penrith
- 5/3 The Crescent Penrith
- 1/16 Thurston Street Penrith
- 24/10 Paperbark Close Glenmore Park
- 8/58 Castlereagh Street Penrith

Sample internet bidding screen

We have worked through all the legal and technical issues of broadcasting a property auction on the internet:

- ☀ Internet bidders can bid live from their home or office.
- ☀ Your own branded auction web site to list all your property auctions.
- ☀ Online registration of bidders including Authority to Bid, Terms & Conditions and uploading of Proof of identity.
- ☀ Auction room presentation of each property including internet and floor bids.
- ☀ Live video and audio broadcast from the auction room.

**Get the edge on your competitors by offering internet bidding -  
a bigger audience means better prices!**

**For a demonstration of Bidsonline's property auction software:**

Please contact:

Paul Taylor, Manager :Mobile: 0412 075 586 or 02 8850 1192

Email: [ptaylor@bidsonline.com.au](mailto:ptaylor@bidsonline.com.au)

Suite 512, 2-8 Brookhollow Avenue  
Baulkham Hills NSW 2153

## HOW DOES IT WORK ?

**A SIMULCAST BIDDING SYSTEM:** Internet bidders can bid live at a property auction. A live video and audio of the auction is relayed in real time to bidders on the internet with less than a second delay.

An auctioneer's assistant relays the last bid or asking price to the internet bidders using a touch screen.

The bid amount is automatically incremented so the internet bidder need only press the 'Bid' button on the screen.

An internet bid is immediately displayed on a screen in the auction room and on a PC screen for the auctioneer.

**PRE-AUCTION BIDDING :** Prior to the auction event internet bidders can bid against each other with the normal internet bidding features. The highest bid is automatically carried forward to the simulcast auction.

**MAXIMUM BIDS:** During the pre-auction bidding bidders can enter their maximum bid amount. If this is higher than the last bid it is automatically carried forward into the simulcast auction and the system will continue to bid on the bidder's behalf up to this amount. *(Please note pre-auction bidding & maximum bids can be switched off)*

**SMARTPHONE BIDDING:** During the simulcast auction bidders can bid using their iPhone, however, video and audio is not yet available on the smartphone. The system automatically detects if the signal is strong enough to send bids.

**A TRIED AND TESTED SYSTEM** The system has been in full use for over 4 years running car auctions. Our servers host 10 car auctions each week auctioning 1800 cars of which over 12% are bought by internet bidders. On Wednesdays and Tuesdays we run 4 simultaneous car auctions when two of our clients run dual lanes. A car is auctioned every 60 seconds – which is much faster than property auctions!

## BENEFITS AND ADVANTAGES

**THE VENDOR:** The vendor can monitor the auction from their home or office, this is a considerable saving on their time and expenses especially for professional investors.

**THE BUYER:** Some buyers may feel intimidated by the auction process and will welcome the opportunity to bid in their 'comfort zone'.

**THE AUCTIONEER:** The service should attract opportunistic buyers to an auction. If an auctioneer starts at a low price opportunistic buyers will bid until close to the market price and then drop out as they do on eBay. The additional bidding activity will help the auctioneer get to a market price.



---

**THE AGENT:** If properties are listed for pre-auction bidding the agent has the opportunity to call these bidders and discuss the property and possibly sell the property before the auction. A pre-auction bidder can be a serious buyer!

## **THE BIDSONLINE SERVICE**

### **SETTING UP SIMULCASTCAST**

Bidsonline provides the following set up service:

A branded auction web site that is linked from your web site. This web site is hosted on our servers. The auction site lists all your properties for auction, allows bidders to register and shows live bidding and video during the auction.

An administration web site for you to load the properties and photographs. You can change selected content on the site i.e: terms & conditions, auction information, venue and contact details.

### **THE EVENT**

Supply and setup the following equipment:

- PC / Laptop to encode the video & audio and transmit to our video streaming servers.
- PC / Laptop to enter the bids.
- 2 video cameras and video mixer.
- 4G wireless cards

**A Bidsonline member of staff will attend the auction and perform the following:**

- Install, connect the equipment and test the communications.
- Run property videos as directed by your agents.
- Enter floor bids for each property.
- Manage any technical issues.

### **TECHNICAL**

The web sites, bidding server and video server programs run on our IBM servers hosted at Global Switch's data centre in Ultimo, Sydney.

Each auction venue must have a good ADSL service available or good 3G & 4G service. An upload speed of 1mb is usually required.

The bidding client program is written in Flash and requires ports 4000, 843 and 1935 to be opened on the bidding client's network. Port 4000 carries the bids, 843 is a Flash security port and 1935 is for video and audio streaming. Household PCs and



3G connected laptops usually are not prevented from connecting to these ports. Bidders within corporate networks may find they cannot access the auction without their I.T. department opening the ports, usually they are opened specifically for our web sites.

**For a demonstration of Bidsonline's property auction software:**

Please contact:

Paul Taylor, Director  
Mobile: 0412 075 586 or 02 8850 1192  
Email: [ptaylor@bidsonline.com.au](mailto:ptaylor@bidsonline.com.au)  
2-8 Brookhollow Avenue  
Baulkham Hills NSW 2153