

# KILLER APP EXPO CONFERENCE

April 30 - May 2, 2007

Grand Wayne Convention Center  
Fort Wayne, Indiana

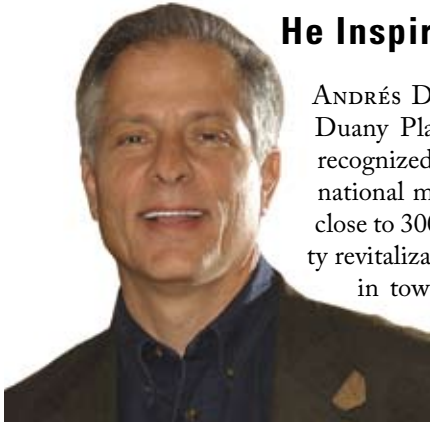
The Convergence of Connectivity and Town Planning:

# Making Broadband Green

A Towns & Technologies  
event

How Technology Will Help New  
Urbanism Fulfill Its Promises

[www.KillerAppExpo.com](http://www.KillerAppExpo.com)



## He Inspired A Worldwide Movement

ANDRÉS DUANY, F.A.I.A., is a founding principal at Duany Plater-Zyberk & Company. DPZ is widely recognized as a leader of the New Urbanism, an international movement. DPZ has completed designs for close to 300 new towns, regional plans, and community revitalization projects. Its methods are being applied in towns and cities throughout North America, Europe, and Asia. The firm's design of Seaside, Florida has been documented in over 800 articles and books and was described by Time Magazine as "the most astounding design achievement of its era." DPZ's prescription for compact urban growth has been incorporated into the zoning codes of municipalities across the country. Mr. Duany is a founder of the Congress for the New Urbanism, an organization characterized by The New York Times as "the most important collective architectural movement in the United States in the past fifty years."

Attend the Developers' Dinner With Andres Duany.  
Special registration required. [www.KillerAppExpo.com](http://www.KillerAppExpo.com)

## Speakers on the New Urbanism

- Andres Duany — Town Planner and "Father of New Urbanism"
- Steve Mouzon — Principal, the New Urban Guild
- Daniel K. Slone — Partner, McGuireWoods Law Offices

## Presenter on Technology Infrastructure

- Herb Hauser — President, Midtown Technologies

*"The last key in the New Urbanist building-use puzzle is the workplace. We need to encourage environments where people can work within their own neighborhood structure rather than at a central workplace, where most of the units are Live/Works. Think of the stunning success we will have when this is achieved."*  
— Steve Mouzon, The New Urban Guild

## Discussion By Daniel K. Slone:

### Legal Issues & Social Missions In The Connected Environment

Issues in this talk include: Who owns community data \* What is the fiduciary duty of the developer to the HOA relating to long-term commitments on broadband? \* What new businesses are possible in the connected community and what risks accompany them? \* What designs and systems add value to connected communities? \* How are sustainability monitoring and environmental data needs emerging?

Special presentation by **HERB HAUSER**  
— President, Midtown Technologies

## GENIUS BUILDINGS: Real Estate's Killer App

*How They Will Be Part Of The  
"Genius Communities"  
Of The Future*

The real technology opportunity in real estate is the "genius building" — a cost-effective approach that goes far beyond a "smart building" and treats the structure as a fully integrated entity. In a genius building, information systems interact with the traditional utilities to create a uniquely dynamic experience that improves functionality and marketing appeal and delivers a significant return on investment. A genius building benefits its owners, its builders, its management — and its inhabitants. Here's how to start producing high-value genius buildings. Topics include: \* Improve your building's IQ \* Make your "green" building the color of money \* How you and your buildings can fit into the genius communities of the future.

## Special Killer App Expo Sessions For Developers on April 30

Hear Presentations From Today's FTTH  
Community Leaders Followed by Talks  
On Designing High-Bandwidth "Genius  
Buildings" and New Urbanist Communities