

When Real Estate & Technology Fuse

Benchmark provides Beirut Terraces, its local landmark with a truly global address: on the App Store

Those eager to peek inside one of Beirut's most progressive and environmentally friendly, luxurious residence currently being constructed now have a revolutionary way to do so thanks to Benchmark, a Beirut real estate company. Available for the iPad through the Apple App Store, the Beirut Terraces application marks the first time in the Middle East - and quite possibly in the world- that real estate and an iPad application have been successfully fused.

Beirut Terraces is accredited to Swiss architects Herzog & de Meuron and upon closer examination, the five principles of which Beirut Terraces was founded upon are easily detected: inside-outside; layers and terraces; vegetation and architecture; views and privacy; light and identity. The result is a vertically layered structure expressed by diverse configurations of floors fostering both openness and privacy while extending inside to outside flexible living. The pioneering iPad application effortlessly unveils these various aspects and principles of Beirut Terraces by a touch of a finger; providing individuals with exclusive access to the exquisite lifestyle of the project through a unique experience that is as individual as residence itself. The iPad application further promotes an environmental message since it serves as a brochure and can easily dispense of its paper counterpart.

Available under the keywords such as Beirut Terraces, Benchmark, Herzog & de Meuron, Real Estate Lebanon or Solidere, downloading is gratis. The initial page opens with an awe inspiring view of Beirut Terraces with



several selections to explore. Tap on residences and it will take you to an abstract elevation of the building, offering twenty five residential floors, a ground floor, a lower ground floor and five parking levels. Given the complexity of the offering, the application allows you to navigate through twenty five different floor configurations, and one hundred and thirty different apartment plans, while providing imbedded a filtration option that assists you to search by number of rooms, and sellable areas in square metres.

The 'Photo Gallery' menu option indulges the curious and transports potential residents into one of Beirut's undeniably unique vertical villages and what it would be like to be residing there. 'Views', is self explanatory, however, many visitors to this aspect will be surprised at the actual stunning vistas offered at any level of

the building. 'Video' shows animated videos capturing the architects' vision, the concept behind Beirut Terraces, its structure and appearance; all shaped by both respect and love for how this project fits in with Beirut. It permits the viewer to become fully immersed within the serene vertical landscaping, which is an opulent yet conscious energy-saving and environmentally-friendly approach.

iPad enthusiasts can now add this application to their private collections by simply downloading the 'BT App' from the Apple Store, and share it with friends and family at their leisure. The application serves as a exploration tool of the tower, its concept, its features and idiosyncrasies; and simply an interactive brochure with unique additions, allowing everyone to be effortlessly kept up-to date on the exceptionality of Beirut Terraces.