



**Media Contact**

Caitlin R. Clinard, Corporate Marketing

P: 919.535.7342

E: caitlin.clinard@cnxntech.com

**FOR IMMEDIATE RELEASE**

## Connexion Technologies Honored with OTTO Award

Cary, North Carolina (June 26, 2007) –*TechHome Builder* magazine recently presented Connexion Technologies with an Options Technology/Technology Options (OTTO) award. This prestigious award recognizes suppliers and tech integrators who continue to help builders achieve their options and product sales goals. Connexion won the “Best Vendor-Provided Collateral for Home Tech Products” award for its aggressive marketing program.

“We’re committed to our developers’ success and delight in providing them advanced programs to help differentiate and market their properties,” said Glen Lang, CEO of Connexion Technologies. “After we design, install, operate and maintain the fiber-optic networks, we help them market the communities until the last resident moves in.”

Connexion Technologies, the country’s premier fiber-optic amenity company, does more than just build the network and leave. Its corporate, field and product marketing divisions promote the state-of-the-art technology until the entire development is sold out. Initially, Connexion assigns dedicated Field Marketing Managers to each of its properties. They work closely with developers and sales staff to help educate them on the benefits of the technology and market it.

“Connexion Technologies’ dedicated Field Marketing Manager really helps us sell better and differentiate our development from our competitors to potential buyers,” said Apryl Watkins, sales agent for Cimarron Homes.

Some other marketing tactics include collateral, extensive advertising, customized press and media initiatives, developer programs, sales center kiosks and Fiber-Optic Development certification. Connexion’s most popular marketing initiative is the Developer Marketing Kit.

“Our developers requested aggressive assistance in marketing their new Fiber to the Home (FTTH) amenity so our team created the Developer Marketing Kit,” said Jen Wright, Director of Product Marketing. “The kit is a valuable asset that includes ready-to-use advertisements, ad campaign ideas, community resources, services brochures, supporting materials, and a press release template. So far, it has been a huge success, greatly helping our developers in differentiating their communities!”

Judging for the OTTO awards came down to the wire. For more details on the award entrants and winners, visit <http://www.tbweb.com/ottoawards>.

### **About Connexion Technologies**

Connexion Technologies, the country’s premier fiber-optic amenity company, builds and operates state-of-the-art entertainment and communication networks in single family, multi family, high rise, resort and hospitality properties from coast to coast. Its award-winning, blazingly fast, Fiber

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to the Home (FTTH) and Fiber to the Unit/Premise (FTTU/P) networks have virtually unlimited bandwidth and are “future-ready” to handle emerging technologies. Connexion aligns its networks with leading service providers, who supply the best in television, voice, Internet, and security monitoring services. Connexion also offers properties a suite of comprehensive entertainment and communication technology solutions. From Video-on-Demand (VoD), in-room and in-unit monitoring and management to remote energy control, customized television channel content and other current and future offerings, Connexion Technologies creates *A Better Connection*<sup>SM</sup> with its one-source technology solution. The company (formerly known as Capitol Infrastructure), based in Cary, North Carolina, was established in 2002 and has various office locations around the country. For more information, visit [www.connexiontechnologies.net](http://www.connexiontechnologies.net).

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