

# Tweaking the realty process



Staff photos by Amy Dragoo

Above, Smarter Agent President and CTO Eric M. Blumberg and Director of Technology Services Dena Seeger illustrate their service. Below, a cell phone displays the real estate technology, which allows global-positioning satellites to beam real estate-related information to cell phones, PDAs or in-car navigation systems.

## Smarter Agent real estate technology tested in West Chester

By **BARBARA WORTHINGTON**  
Special to the Local News

West Chester was the testing ground recently for an innovative service that allows consumers to use some of the most advanced concepts in Internet and wireless technology.

Brothers Brad and Eric Blumberg of Camden, N.J., formed Smarter Agent, a company that incorporates some of the highly sophisticated technology developed through Homeland Security efforts.

With a new approach to real es-

tate shopping and acquisition, information has become available through global-positioning satellites capable of beaming all manner of real estate-related



information to cell phones, PDAs or in-car navigation systems.

Several years ago at the height of the Internet boom, Brad Blumberg recalled, he and his brother identified a specific niche when the FCC required all wireless carriers "to be able to locate their customers," similar to the land-line 911 identification.

Anticipating the trends that wireless companies would become "location aware," the brothers worked on developing an application that could, via a cell phone, "tell you where you are and tell you about all the real es-

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