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Crystal Display launches integrated Facebook Property Listing App for Digital Signage

(SYDNEY, Australia: 26 July 2011)

Crystal Display has launched a new Facebook Property Listing App that enables clients to automatically showcase property listings on their Facebook company page, directly integrated with their Digital Signage platform.

It's already established that businesses that are more active on social networking sites such as Facebook reach a wider audience and are more likely to influence buying decisions. The Facebook App helps achieve a dynamic and "always up-to-date" Facebook presence by enabling agencies to display their property listings online, where in most cases the property is found by the buyer.

Ben Fisher, Managing Director of Crystal Display states "Facebook property listings is now an integrated feature of our real estate digital signage platform. The information published on our client's digital real estate displays can now be published on their Facebook page so there is no need to manage separate systems. It's a completely integrated system, when the client makes a change to their property listings on their display screens the information is automatically updated on their Facebook page also".

"The Facebook Property Listing App is now available as a standard inclusion from Crystal Display. For new clients who don't have a Facebook company page, we'll include that for free too."

About Crystal Display

Crystal Display was founded in 2009 by Ben Fisher. Crystal Display is Premier supplier of digital signage systems, digital out-of-home media platforms, media players, hardware and software. With a range of affordable and easy to use digital signage solutions integrated with leading social media channels, Crystal Display is at the cutting edge in digital signage solutions for real estate, hospitality, retail and travel. Crystal Display Pty Ltd is a privately held Australian company.

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