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Indian Online Branding Company C3CUBE blazes new trail - revolutionizes the US Real Estate market

New Delhi, Jan 31st 2008: C3CUBE Multimedia (P) Limited, a boutique interactive design and marketing company, providing complete Web 2.0 strategic and innovative solutions for the online marketing and branding requirements of clients across different verticals, announced today that it has redesigned the website of one of the largest players in the US commercial real estate market - Coldwell Banker Commercial (cbcworldwide.com).

This partnership is a recognition of Indian talent and is a tribute to C3CUBE's proven capabilities in raising online visibility, generating consumer demand and driving increased qualified web traffic and leads for its clients.

CBCWorldwide.com (Coldwell Banker Commercial's website) is set to revolutionize the commercial real estate industry in the U.S. using innovative design and cutting edge Web functionality. This is the first site to integrate a variety of Web 2.0 technologies with Microsoft's Virtual Earth mapping software enabling potential buyers to view the location of each property without having to physically visit it!. Other features include the use of Ajax, Flash and CSS to let users navigate the site seamlessly irrespective of download speeds or browser issues. This is a first-of-a-kind real estate website that has amalgamated all these features beautifully on a Web 2.0 platform.

C3CUBE has designed a masterpiece, fusing various futuristic features in a unique and unusual manner and radically redesigning and repositioning the way real estate websites are

presented in the global marketplace. With technology development and marketing support from Cyberitas and Kinesis respectively, this website is a clear winner.

In the past year C3CUBE has designed numerous Websites in the US market including the hugely popular award-winning OurWeddingDay.com and numerous luxury real estate marketing sites like JadeNYC.com, 225Rector.com and 650SixthAve.com. Entrepreneur and founder of C3CUBE, Raja Choudhury is an architect by training and Web innovator by choice. Educated at London's Architectural Association (AA) and mentored by the late Ron Heron - the cofounder of Archigram and the face of the sixties pop-architecture - Raja brings value and creative vision in conceptualizing and designing this project, successfully integrating new media with architectural principles to give it a unique look and feel.

Speaking on the launch Mr. Jason Silfies, Marketing Director, Coldwell Banker Commercial, said *"C3CUBE's talented team has provided a unique blend of world class design and creativity that distinguishes the Coldwell Banker Commercial website - cbcworldwide.com - from the competition. C3CUBE worked tirelessly to understand our objective of differentiation in the marketplace and thus provided an elegant and contemporary design that is unique in our space."*

C3CUBE is now set on a course of innovating real estate marketing and architecture in the Indian market by developing some new innovations including the design of a futuristic eco-friendly smart-house. "CBCWorldwide.com was a great experience for us," says Raja Choudhury, "and as the Indian real estate market continues to boom, we hope to be able to bring some of this innovation and experience to help in its evolution."

About Coldwell Banker Commercial

A subsidiary of Realogy Corporation, the world's leading real estate franchisor, **Coldwell Banker Commercial** is a global leader in the commercial real estate industry. Coldwell Banker Commercial is part of the oldest and most respected national real estate brand in USA, which was founded after the San Francisco earthquake of 1906 by Colbert Coldwell, who was later joined by Benjamin Banker.

With a collaborative network of independently owned and operated affiliates, the Coldwell Banker Commercial organization comprises over 250 companies and 2,000 professionals worldwide, thereby possessing the largest geographic footprint in today's commercial real estate marketplace. The organization's worldwide headquarters are in Parsippany, NJ. For more info visit www.cbcworldwide.com

About C3CUBE

C3CUBE is a full service, design and interactive multimedia agency with offices in New Delhi and New York. Working for responsible, innovative and pioneering brands, organizations and causes, it combines award-winning design and marketing expertise with the innovative use of digital technology and global sourcing.

C3CUBE's diverse portfolio extends from award-winning web and multimedia campaigns to highly acclaimed Videos and TV documentaries for the US, Indian and international markets and C3CUBE has charted new territories in a variety of verticals including Real Estate, Lifestyle, Culture and Education. Since 2007 it has won 8 major US industry awards including W3, IMA, WMA, Horizon and Adobe Site of the Day.

For more info visit www.c3cube.com

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