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Setting Lifestyle Trends

By Barry Hyland

LONGTON
No respect to status quo.

Modern apartments are more than just bricks and mortar; they are about delivering residents a holistic lifestyle. Nowhere is this more evident than developments from Longton, who shook up prevailing standards with the style, inclusions and value-for-money of its first local foray, the Futra iApartments at Mascot.

Now, Longton is introducing two more remarkable developments, Uptown at Roseville and Avantara at Mascot.

The progressive Longton is setting lifestyle

trends through a combination of pure luxury, comprehensive service and sophisticated technologies. It seeks to challenge the current standard of apartment living through its corporate mantra: 'No respect to status quo'.

"We strive to set trends not follow them, so we create Australia's most advanced apartment buildings," said the Managing Director of Longton, Steven Yu. "That's the basis of our company slogan; we are not satisfied with what the industry is delivering so we are setting new standards.



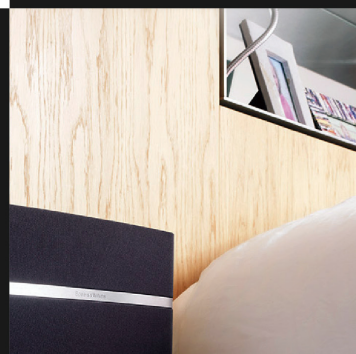
Bowers & Wilkins

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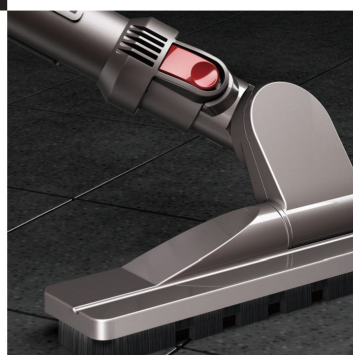


SONY
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MONITOR AUDIO
design for sound



BOSCH



dyson ball



YAMAHA



SAMSUNG



GROHE
ENJOY WATER®

"Our clientele is astute, so we have to give them top quality appointments and finishes, which we do at excellent value."

"The last thing we want is to offer a similar style of development to the run-of-the-mill. So we search the world to source the best, and if that's not good enough then we create it ourselves."

Avantra and Uptown exude style and comfort through premium fittings and finishes, such as Italian designed and manufactured tiles, plush broadloom carpet – the same make of carpet found in the US White House – DeLonghi and Miele kitchen appliances, Grohe tapware, wine cabinets and integrated joinery.

Master bathrooms are pure indulgence, with an over-sized shower, heated flooring, heated towel rails . . . the quality is exceptional.

Avantra and Uptown purchasers will also have the option of exquisite furniture from Italy for two furniture packages, one to complement each development's light and dark interior schemes.

"We have worked closely with Poliform to craft unique furniture solutions worthy of our prestigious projects," said Mr Yu. "If a buyer has existing furniture then we'll offer to buy it from them and donate it to a charity."

"We do everything possible to provide an unparalleled lifestyle for our residents."

Longton set tongues wagging last year when it launched Futra, which offered a living environment in the spirit of 'The Jetsons'.

"Futra sold out quickly because professional people, in particular, want the resources to be as productive at home as they are at the office," said Mr Yu. "They also proved they were prepared to pay a premium for the latest technology and inclusions."

Avantra and Uptown set the bar even higher. Entry to each development is by fingerprint recognition, and an electronic noticeboard in the lobby will display social media information, residents' tweets and select Facebook messages.

The iApartments come with the latest iPad and charging stations – both wall-mounted and portable – plus Z-wave wireless technology so the home automation system is always operable. This cordless system controls the majority of electronic functions, including the lighting, blinds, television, cinematic quality 3D theatre, and Bose surround sound system.

Each iApartment is programmed to electronically check Sydney's weather and modify room temperatures accordingly.

Music can be piped directly from an iPod, iPhone, iPad, and iTunes through speakers into the living room, kitchen, bathroom and master bedroom. Residents can pre-program a favourite piece of music to begin playing when they arrive home. The equipment will turn on or off to preset instructions, and can be controlled from remote locations.

The iPad can become an electronic recipe book in the kitchen . . . and even read a bedtime story!

UPTOWN
WHERE LUXURY BECOMES NECESSITY

AVANTRA
VENTURE INTO THE FUTURE



“Our iApartments are designed to enrich daily life.”










iButler is an ingenious combination of technology and on-site lockers which can only be accessed by authorised residents using their unique passwords. Goods and services are ordered through an iPad (or similar technology) and either delivered to the resident’s security locker or given access to their apartment (for cleaning or maintenance).

So, instead of spending time running around to shops and service providers, everything comes to the apartment. No stress. No battling traffic. No parking fees, or fines. Apartment living has never been this easy, nor enjoyable.

iButler is the world’s ultimate lifestyle provider, who is at your service every minute of every day.

Apart from the convenience of having goods and services home delivered, iButler ensures they are cheaper because of Longton’s bulk purchasing rate. It also operates a centralised billing system so all charges for a month appear on the one bill, and can be paid in one lump sum.

Further information about Avantra and Uptown is on: www.longton.com.au or speak to one of Longton’s sales consultants on 1300 669 667.

-  **Unparalleled convenience with goods and services delivered to the door**
-  **Selection of Premium Service Provider**
-  **Secured transactions**
-  **Multi-language platform to cater for multi-national users**
-  **Bulk purchasing rate**
-  **Multiple-users in the same household**
-  **Centralised billing system**
-  **Real time calendar to access service providers' availability**
-  **Dedicated technical support**

iButler: The ultimate lifestyle provider



Some of Australia’s most luxurious apartment complexes have concierges. But have you ever heard of one with a butler?

This butler is not flesh and blood. It’s a computerised system that Longton has patented to make apartment living so much easier and more convenient.



Prepare yourself for a revolution. Longton is introducing a butler service into Avantra and The Uptown.

Longton’s iButler can deliver almost everything a resident desires. This includes goods – such as food, groceries and shopping – and services, such as dry cleaning, home cleaning, chiropractic and massage sessions, babysitting, car washing . . .

But wait, there’s more.

iButler Qualified Service Providers



"Silver Service Taxis has always been at the forefront of new technology. Working with iButler on The Uptown project signifies yet another step forward towards improving our services to our customers."
- Jonathon Purchas, Silver Service General Manager