



## NEWS RELEASE

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### **CoreNet Global and Realcomm Partner for CoRE Tech Innovation Pavilion at Atlanta Global Summit**

*Forum spotlights tech and workforce mobility, asset management and smart buildings*

**ATLANTA (7 October, 2011)** – CoreNet Global, the world’s leading association of corporate real estate (CRE) and workplace professionals, has partnered with Realcomm, the world’s leading experts in corporate real estate automation and technology, to debut the CoRE Tech Innovation Pavilion at CoreNet Global’s Atlanta Global Summit, 6-8 November, 2011, at the Georgia World Congress Center.

With a technology theatre for product demonstrations, the latest examples of personal mobility devices, lounge area and a Wi-Fi hotspot, this dynamic, interactive space will be the hub for conversation and learning, and offer hands-on experience and demonstrations of new and emerging technologies already changing our industry.

“The CoRE Tech Innovation Pavilion focuses on technology, reinforcing its critical role in corporate real estate (CRE) strategy,” said Angela Cain, CEO of CoreNet Global. “The CRE strategy of the future will involve substantial technology, automation and innovation, as well as significant realignment of organizational structures. Our partnership with Realcomm will assist members in better understanding and navigating this complex environment.”

In addition to the Pavilion, CoreNet Global and Realcomm have partnered on General Session and Breakout Session content as well.

Realcomm CEO Jim Young will lead Tuesday morning’s General Session 2: ***The New Real-IT-y***. Young will push the conventional boundaries of real estate and explore the thinking, linkages and best practices of innovative leaders across multiple disciplines who utilize heightened connectivity to add value.

“While many in the industry do not yet fully understand how the strategic utilization of technology can significantly impact corporate and institutional real estate, early adopters are experiencing great success and it’s important to share these case studies,” Young said. “As we evolve to a more automated world, every aspect of how we manage corporate real estate is going to be impacted as we strive to reduce reliance on natural resources, increase productivity and overall profitability and competitiveness. I am excited about this partnership with CoreNet Global and being able to effectively reach the marketplace together.”

Among the threads of convergence to be discussed:

- Technology, innovation and changing human behavior have reduced the amount of required office space. Companies and employees are able to do more with less
- Technology cannot replace effective management
- It’s about people, not the tools
- Investment in innovation allows service providers to better meet customer needs.

CoreNet Global and Realcomm also are partnering on two Breakout Sessions concerning ***Efficiency Redefined: The Smaller, Smarter Connected Corporate Facility*** and ***Rethinking Workspace for the Social Media Generation – It’s a Millennia Thing***. *Efficiency Redefined* examines early adopters and the stunning results many achieve as organizations on the forefront of industry transformation. *Rethinking Workspace* focuses on the issues CRE and IT teams face in meeting the challenges presented by Millennials, the tech savvy generation born in the 1980s and after.

### **About CoreNet Global**

CoreNet Global is the world’s leading association for corporate real estate (CRE) and workplace professionals, service providers and economic developers. Our 7,000 members, who include 70 percent of the top 100 U.S. companies and nearly half of the Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally.

For more information, visit [www.corenetglobal.org](http://www.corenetglobal.org).

### **About Realcomm**

Realcomm Conference Group, LLC is a worldwide research and educational institution that produces conferences and expositions on technology, automated business solutions and intelligent buildings for executives in commercial and corporate real estate. Realcomm was founded in 1999 with the goal of bringing industry leaders together each year to discuss, demonstrate and debate the latest innovations that

impact the industry. Today, in addition to conferences, Realcomm conducts webinars, workshops and other strategic services to educate industry professionals about the latest business solutions and technologies to improve commercial and corporate real estate development, leasing, management and operations.

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