

Work Zone Cam Construction Cameras Document Luxury Apartment Projects for Alliance Residential

New York, October 23, 2013 -- Project teams for Alliance Residential are hard at work transforming the architectural landscape of metro Phoenix with new luxury, urban-lifestyle apartment developments. Work Zone Cam construction cameras were chosen to document progress for Broadstone Camelback and Broadstone Waterfront, both considered to be flagship properties for the company.

Alliance, one of the country's largest private apartment owners and management firms, selected Work Zone Cam as a low-cost, high-quality construction camera solution to document progress with megapixel imagery at each location. Construction for the \$45 million Broadstone Camelback complex began in March 2012 and Work Zone Cam was onsite to document each aspect of development. The 270-unit community is now open and is 50-percent leased. Construction for Broadstone Waterfront commenced in February of this year, with completion slated for third quarter 2014. Considered to be the crown jewel of the Scottsdale Waterfront development project, the webcam is archiving construction progress across the 3.35-acre jobsite for time-lapse photography.

"Using the Work Zone Cam for these recent urban infill developments was a great decision — the camera and live web feed enhanced our ability to maintain open communication with our partners throughout construction, as they were able to view progress remotely at any time," says Ian Swiergol, Managing Director of Development. "It also serves as a great marketing tool — the time-lapse video showcases the entire construction process, from initial demolition to property completion."

Views of both properties are available online via public web pages, so the surrounding community and future tenants can track progress of the new luxury apartments during construction and see the project lifecycle following completion. Photography stills and a time-lapse video for the completed Broadstone Camelback development can be viewed at <http://allianceresidential.workzonecam.com/broadstoneoncamelback>. Scheduled for completion in December 2014, the public can follow construction progress for the Broadstone Waterfront development at <http://allianceresidential.workzonecam.com/broadstonewaterfront>.

ABOUT WORK ZONE CAM

Founded by webcam specialists, Work Zone Cam provides a professional, reliable, and easy to use time-lapse camera solution. Work Zone Cam follows a simple approach of empowering their customers with the best Do-it-Yourself construction camera and delivering a basic, no-frills service to keep the prices low. With applications in the construction, retail, healthcare, education and design-build industries, the rugged construction camera is designed for extended outdoor use. Backed by award winning technology that is licensed from EarthCam – the industry leader, Work Zone Cam systems are wireless, all-weather digital SLR cameras that are ideal for documenting projects and producing HD quality time-lapse movies. Learn more about the Work Zone Cam solution at www.workzonecam.com.

ABOUT ALLIANCE RESIDENTIAL COMPANY

Alliance Residential is a fully integrated multifamily real estate operating company focused on the development, acquisition, construction and management of residential and mixed-use communities in the United States. Headquartered in Phoenix, Alliance has 26 regional offices divided among six regions throughout the U.S. Over the past 13 years, Alliance has become one of the largest private apartment owners and the 10th largest management company in the

nation, boasting a \$9.0+ billion portfolio and 63,000 units in 24 metropolitan markets. Alliance has a presence in 15 states (including Arizona, California, Colorado, Florida, Georgia, Nevada, New Mexico, New York, North Carolina, South Carolina, Oregon, Texas, Utah, Virginia and Washington) and is actively seeking management, development and acquisitions opportunities across the markets it serves. For more information, visit www.allresco.com.