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EDGE Simulcast in High Demand since Product Roll-out

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SEATTLE, Washington -- Independent auto auctions are lining up for EDGE Simulcast™, drawn by its innovative application features and single-clerk interface. Auction Edge Chief Operating Officer Scott Heydon reports that in the three months since the product launch, EDGE Simulcast has been installed at twenty auction facilities.

“EDGE Simulcast has re-imagined the online simulcast experience for buyers and sellers, and auctions all over the country are eager to get on board,” said Heydon. “With 20 high-volume auctions now with the system in place, there is a tremendous volume of inventory being offered for sale via EDGE Simulcast every week, a number that will continue to grow exponentially as we install the system in additional locations.”



Scott Heydon, COO
Auction Edge

EDGE Simulcast is an intuitive, integrated product that allows auctions to promote their sales online, explains Heydon, noting that the platform enables fast-paced bidding across all auction lanes simultaneously while providing immediate access to vehicle information, condition reports and photos. Similarly, sellers are able to access and view all necessary information to make quick, informed decisions while representing vehicles. Both the bidder and seller

applications are user-friendly, robust and run reliably on industry standard web browsers.



The re-imagined User Interface of EDGE Simulcast enables fast-paced bidding across multiple auction lanes, While providing immediate access to vehicle information, condition reports and photos.

“Remote bidding technology allows a dealer to stay in the dealership and still acquire quality used vehicles, providing our customers another tool in a very competitive market environment,” says Dan Kennedy, manager of General Motors Remarketing, an early proponent of simulcast technology that was used in conjunction with General Motors Factory Sponsored auction sales as early as 1999. “As a seller, we have become very dependent on this type of technology to ensure General Motors dealers from all over the country have easy access to the entire portfolio of vehicles being offered at auction sales.”

One of the key advantages of EDGE Simulcast, over other remote bidding systems, is its Single-Clerk feature which minimizes duplication, resulting in improved accuracy and labor costs. Clerks navigate through vehicles with ease as they cross the auction block, and then display relevant information clearly for the auctioneer, all on a single interface.

Harrisburg Auto Auction in Pennsylvania was the first Independent auction to install the new EDGE Simulcast product, and the improved efficiencies were noted immediately. Lynn Weaver, Partner and General Manager of Harrisburg Auto Auction said, "I thought we had been doing a pretty good job with the previous simulcast technology, but was quite surprised to find how the new EDGE Simulcast made an immediate impact on the efficiency of running the auction lane. We have also received great feedback from dealers around country with the ease of navigating the new EDGE Simulcast windows as well as the increased amount information they can now access on each vehicle. Dealers can literally participate in eight lanes simultaneously, a feature not found in other technologies. EDGE Simulcast has been a huge step forward for us as we really didn't expect it to have such a positive impact so quickly".



Lynn Weaver
Partner & General Manager
Harrisburg Auto Auction

According to Heydon, the platform provides greater reporting functionality both during and after the sale, and is fully integrated with AuctionPipeline and EDGE ASI™. "The EDGE Simulcast product folds seamlessly into any auction's existing Auction Edge platform. All auction data is universally accessible throughout the Auction Edge product suite environment while remaining protected and secure".

Weaver added, "More than any product we have seen, EDGE Simulcast was designed with the end-user in mind, with features that are intuitive, efficient and responsive".

EDGE Simulcast uses the Online Ringman simulcasting platform, which was developed by Xcira Corporation and is the original simulcasting technology used by commercial auto auctions in the United States. Today this technology also provides simulcasting for not only vehicles at wholesale auctions, but also heavy equipment, salvage vehicles, and even collector artwork and estates.

Auction Edge is the unified technology platform and national marketplace of the independent auto auctions. Auction Edge provides a complete suite of products and services for auction management and a leading online marketplace representing more than 150 independent auctions.

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CONTACT

If you'd like more information about EDGE Simulcast... or to schedule an interview with Scott Heydon, COO please e-mail Michelle Fujimoto, Marketing Communications Manager to michellef@auctionedge.com