

THE SMART HOME: OVERCOMING BARRIERS TO ADOPTION

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AKA. HOW DO YOU "...BLEW THE BL**DY DOORS OFF!

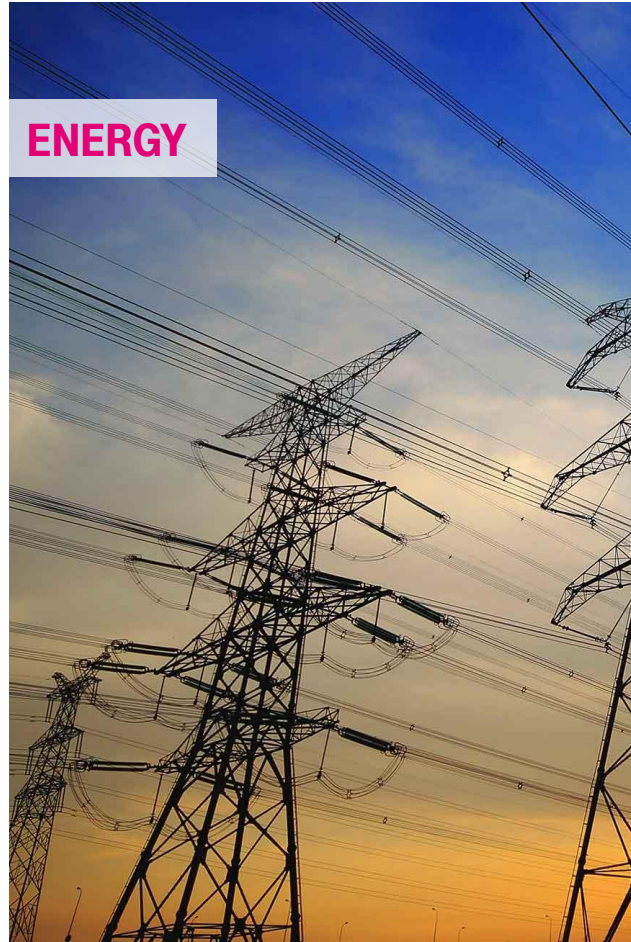




IF YOU DON'T, THE INDUSTRY RISKS LOSING IT ALL!



THERE ARE 3 PRINCIPAL USE CASES...



BUT, IT ALL STARTS WITH THE...

customer



D'OH!





TODAY, THERE'S A GAP!





DOOR-TO-DOOR SELLING



FAILURE TO INNOVATE



HIGH COSTS



CONTRACTUAL COMMITMENT





THEIR NEEDS/PAIN POINTS ARE IGNORED

MAKE MY LIFE EASIER



GIVE ME...



...MAKE IT FUN!



SURPRISE ME...

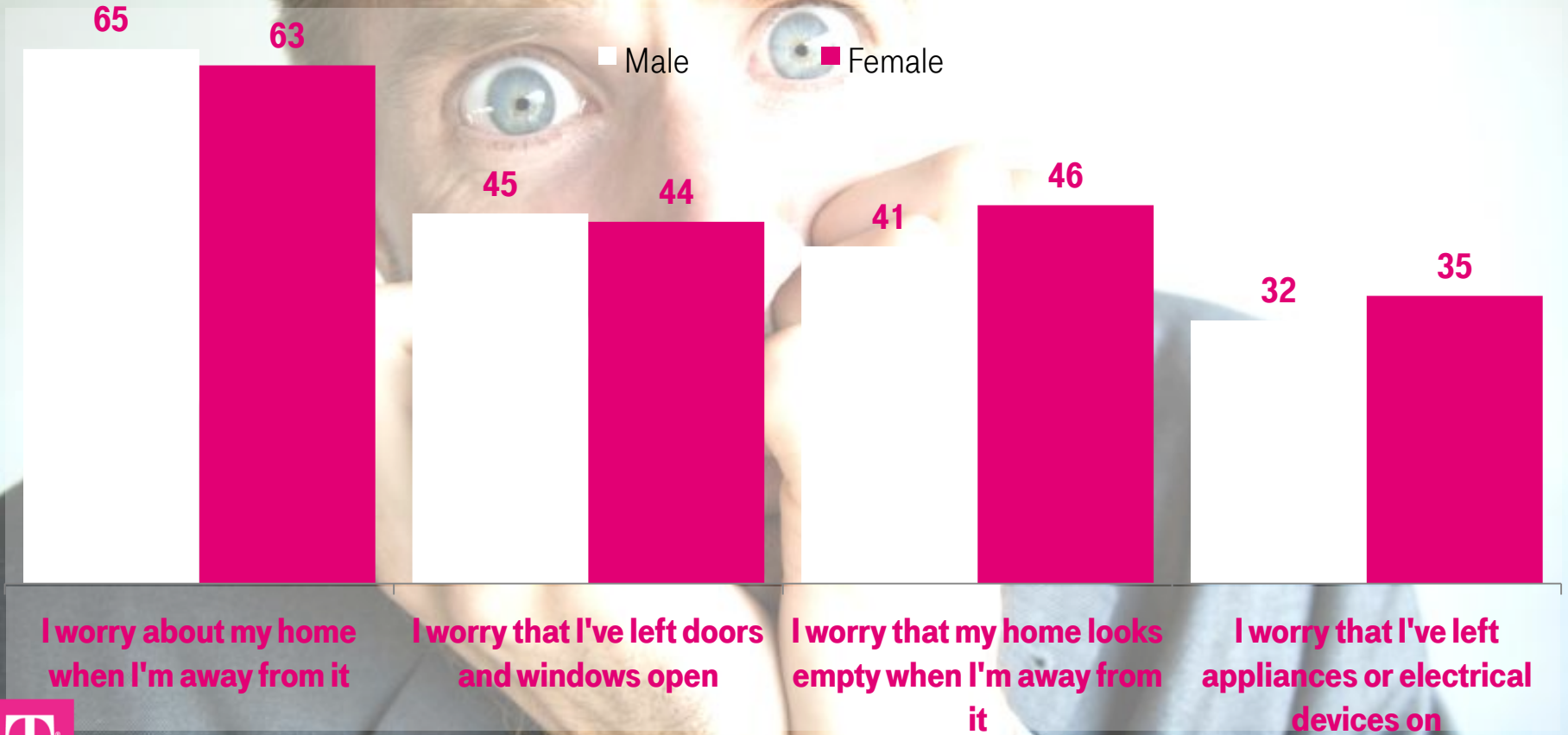


WHERE EVER I AM

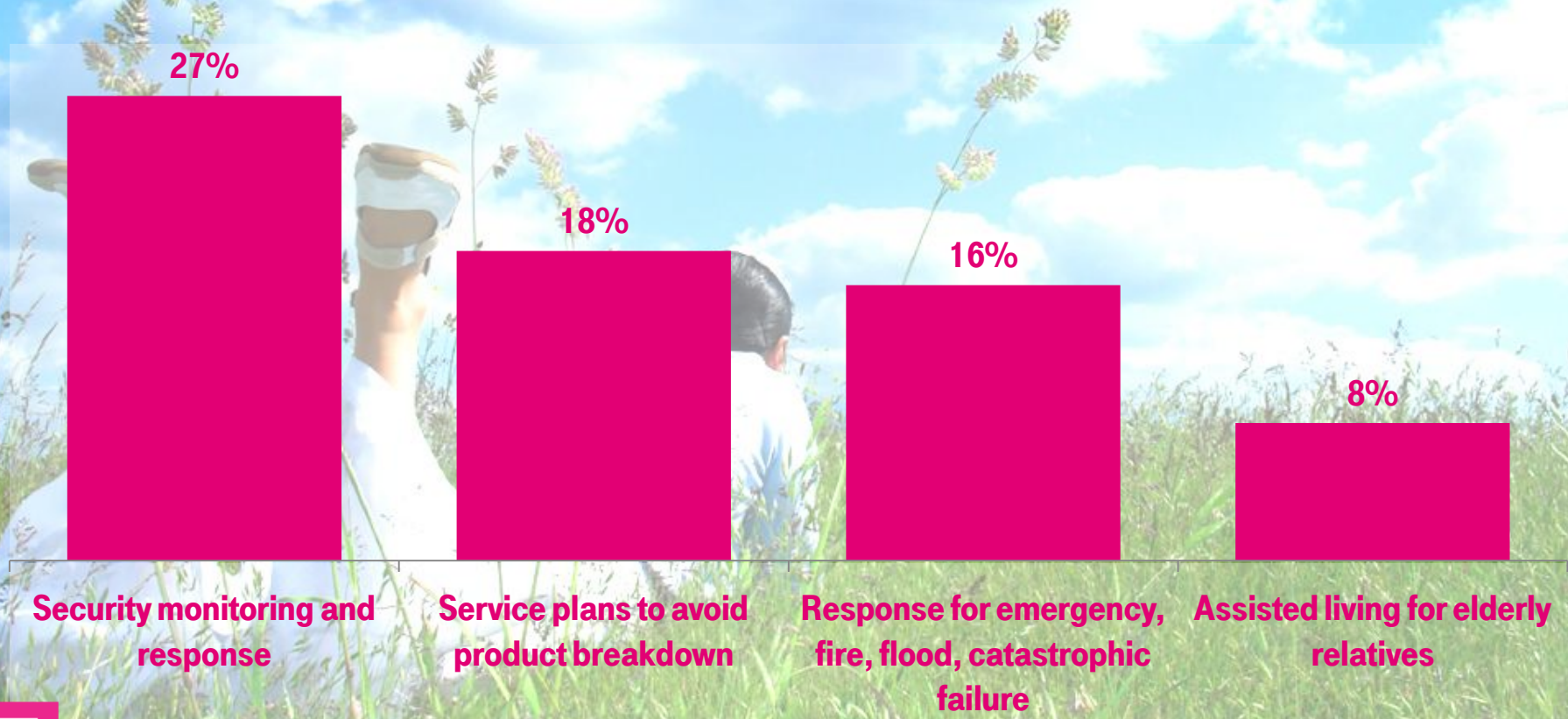


MAKE IT STRESS-FREE!

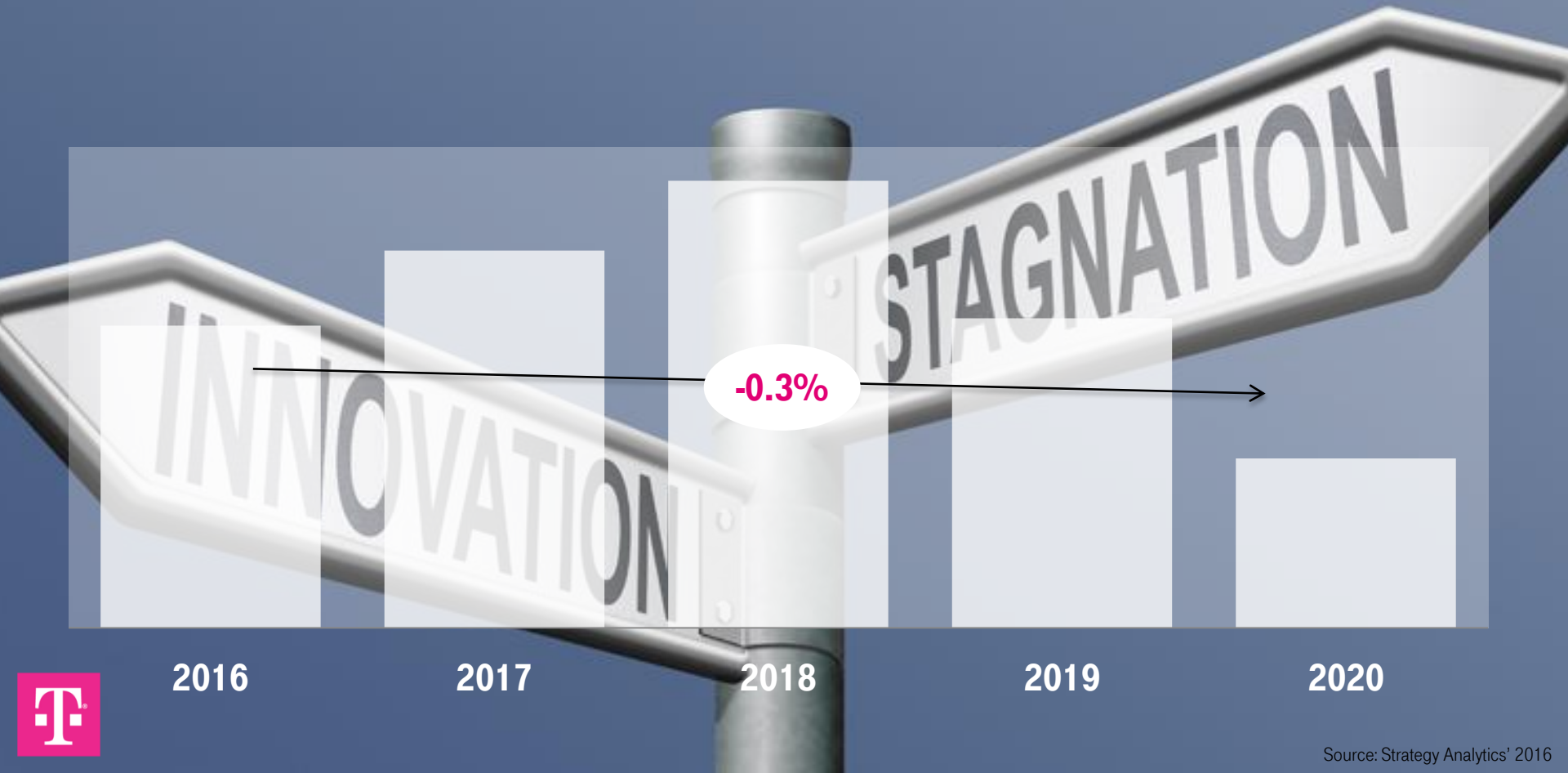
THERE ARE A REAL CONSUMER NEEDS...



...CONSUMERS WILL PAY FOR PEACE OF MIND



THE CHALLENGE: STAGNATION OF SECURITY MRKT



2016

2017

2018

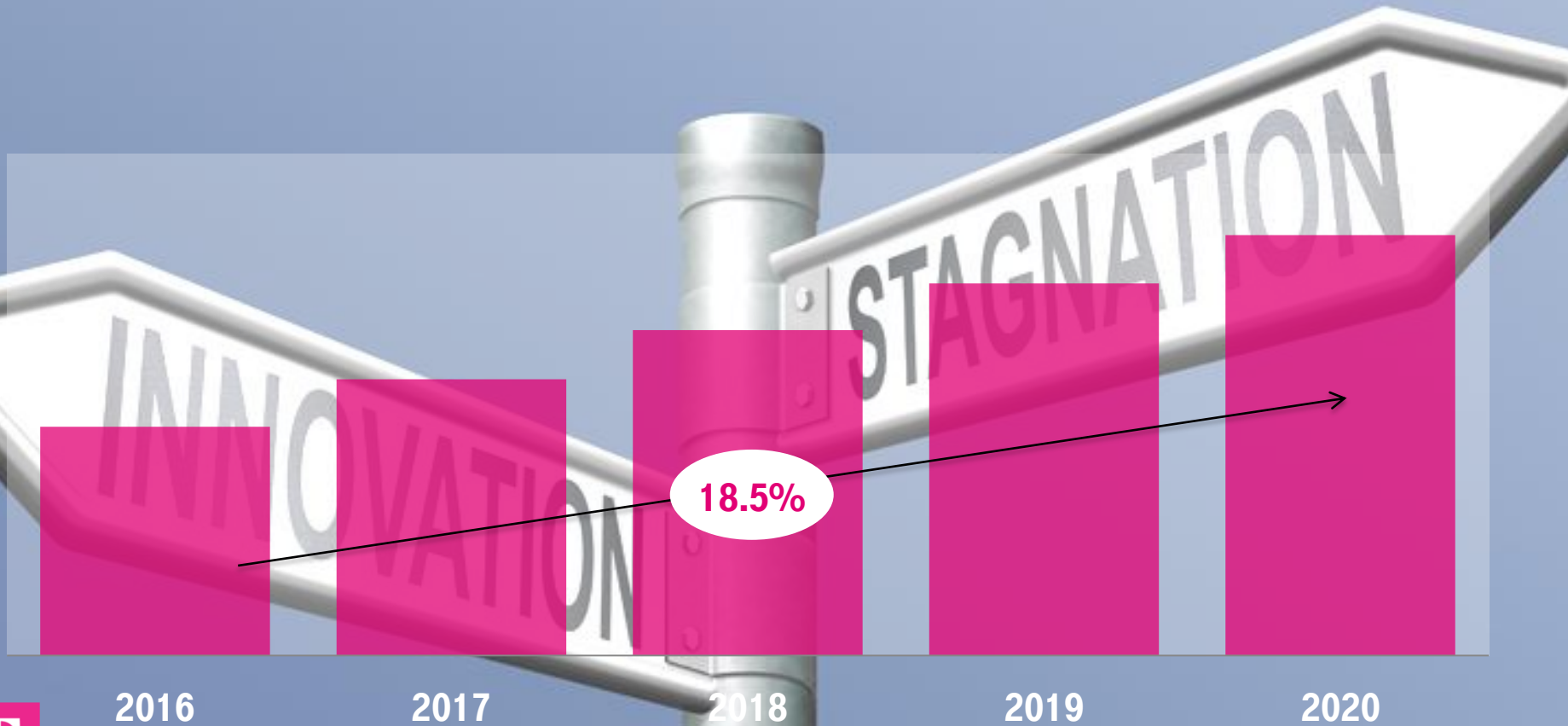
2019

2020

-0.3%

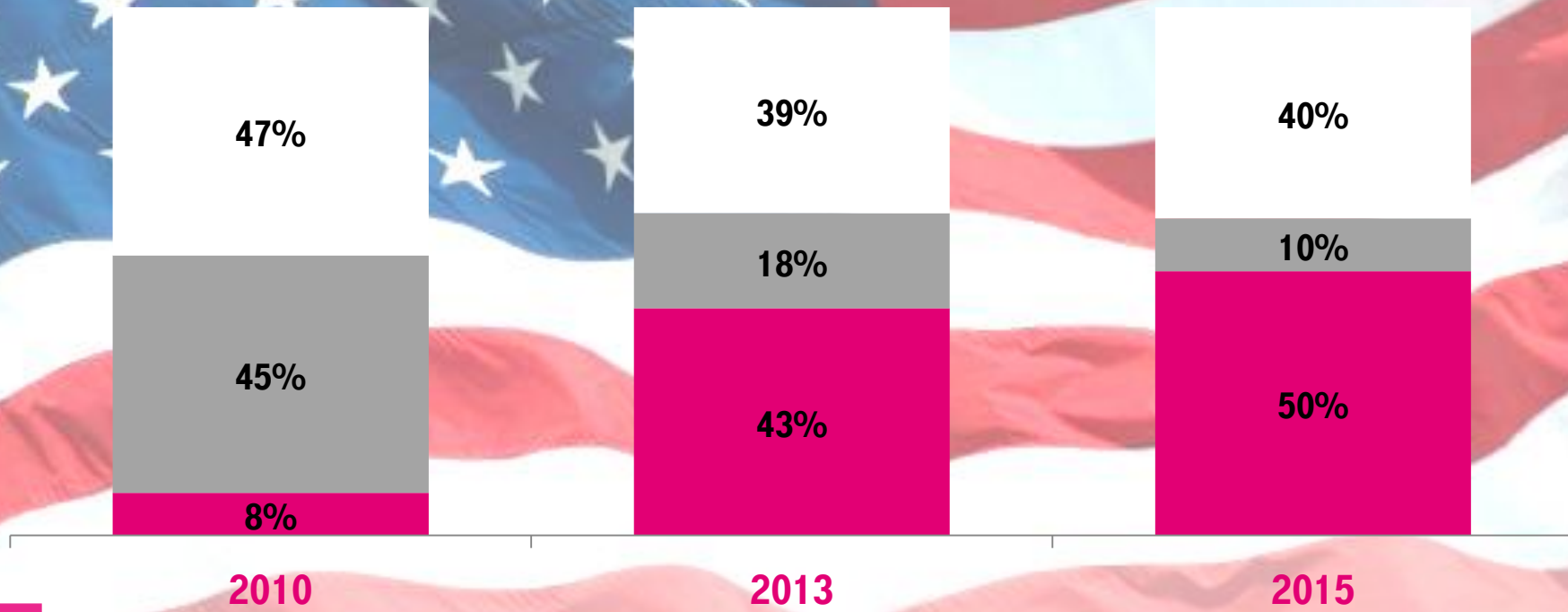


...VERSUS GROWTH OF SMART HOME SECURITY



DRIVEN BY THE ENTRY OF OTHER PLAYERS...

■ ADT ■ Other security firms ■ Telcos



ALL US TELCOS NOW OFFER SMART HOME SECURITY

PACIFIC  BELL.

 **COX**®

 **verizon**

 **at&t**

 **Time
Warner
Cable**®

 **comcast.**

 **ROGERS**™

BellAliant



...AS WELL AS MANY OTHERS...



nest™

 cocoon

canary

DON'T BE UNDER ANY ILLUSION...



...THE BALANCE OF POWER WILL SHIFT



...BECAUSE BEFORE LONG...



YOU'LL FIND SOMETHING MISSING!

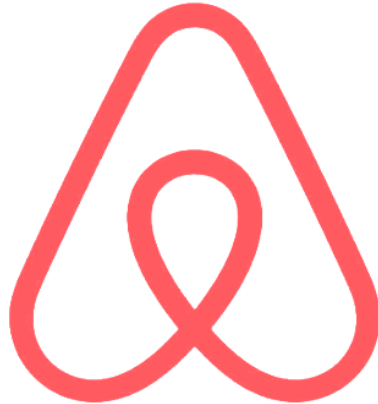


NOW IS THE TIME TO INNOVATE...





LEARN LESSONS FROM TODAY'S INNOVATORS



JUMP!
Only from T-Mobile®

JUMP!
Only from T-Mobile®

JUMP!
Only from T-Mobile®

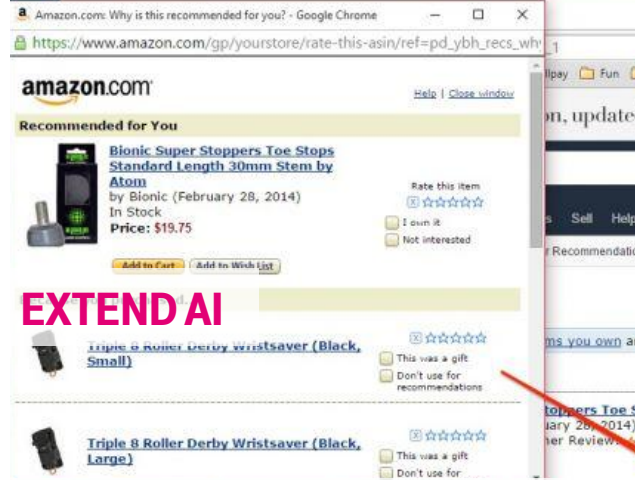


amazon echo

ECHO



PRIME



EXTEND AI

AMAZON HAS DELIVERED "THE" STANDOUT MODEL



AMAZON FRESH



TRADE MARKETPLACE



FURTHER OPTIMISATION

SMART HOME IS CENTRAL TO OUR CONSUMER STRATEGY

④ SMART HOME

③ "MAGENTA EINS" – 4P BUNDLE

② TV ENTERTAINMENT

① FIXED & MOBILE



MagentaEINS
📞 📺 📶



ENABLES A PARTNER ECOSYSTEM...

INSURERS



MOVING FROM MITIGATION TO PREVENTION

OEMs



E2E MANAGEMENT & PROACTIVE SERVICING

UTILITIES



CREATE ENGAGEMENT & ENGENDER LOYALTY

SECURITY



ENABLE INTERACTIVE SECURITY OFFERING



A close-up photograph of a person's hand holding a white rectangular card. The card has the text "YOUR BRAND HERE" printed in bold, black, sans-serif capital letters. The background is blurred, showing what appears to be a person in a dark uniform.

**YOUR
BRAND
HERE**

A photograph of a white signpost against a clear blue sky. At the top is a circular logo with the words "LANDS END" in bold, black, sans-serif capital letters. Below the logo are several horizontal white signs with black text. The top sign reads "NEW YORK 3147" on the left and "JOHN O'GROATS 874" on the right. Below that, another sign reads "ISLES OF SCILLY 28" on the left and "NGSHIPS LIGHTHOUSE 1½" on the right. The signpost is a simple white pole with horizontal bars.

**LANDS
END**

NEW YORK 3147 **JOHN O'GROATS 874**

ISLES OF SCILLY 28 **NGSHIPS LIGHTHOUSE 1½**

open-source

OPEN SOURCE

DEVELOPERS, DEVELOPERS, DEVELOPERS...

MULTIPLE USE CASES

AMBITION TO ADD 1000s OF DEVICES



SUPPORTING 40+ PARTNERS...



A low-angle photograph of two hands in dark business suits shaking firmly. The background features several tall, modern skyscrapers against a clear blue sky with a few wispy clouds. The perspective is from below, looking up at the hands and buildings.

...FUNDAMENTALLY, THIS IS ABOUT PARTNERSHIPS



A white car is shown engulfed in a large, intense fire. The flames are bright orange and yellow, completely obscuring the car's details. The background is dark, suggesting an outdoor setting at night or in a dark environment.

**BECAUSE TOGETHER, WE CAN FINALLY
BLEW THE BL**DY DOORS OFF!**

