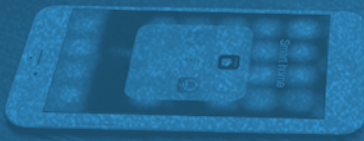


365  
WHOLESALE



# SMART HOMES

Presented by



# Smart Home Technology

More and more companies are taking advantage of today's hottest innovation: IoT (the Internet of Things). Once considered rare luxuries for devoted technophiles, smart devices have become mainstream with the advent of smart refrigerators, security systems, door locks, thermostats, and baby monitors. In 2017, savvy businesses will leverage this trend by giving away more and more smart home devices to select partners and consumers.



## Companies Benefit from IoT Giveaways

For many years, forward-thinking businesses like dentist offices have given away fun promotional items such as singing toothbrushes and devices that gamify brushing for children. Corporations go even farther when targeting adult consumers, especially in the home entertainment sector. Marketing teams offer convenient, branded devices like SimpleHome's Wi-Fi Sound Bar and Wi-Fi Controlled Outlet to trusted partners and influencers. These devices allow people to link their sound systems throughout their homes and operate both smart and non-smart devices directly from their phones, tablets, and laptops. By associating their brands with these cutting-edge devices, companies show consumers they understand today's hottest trends and innovations.

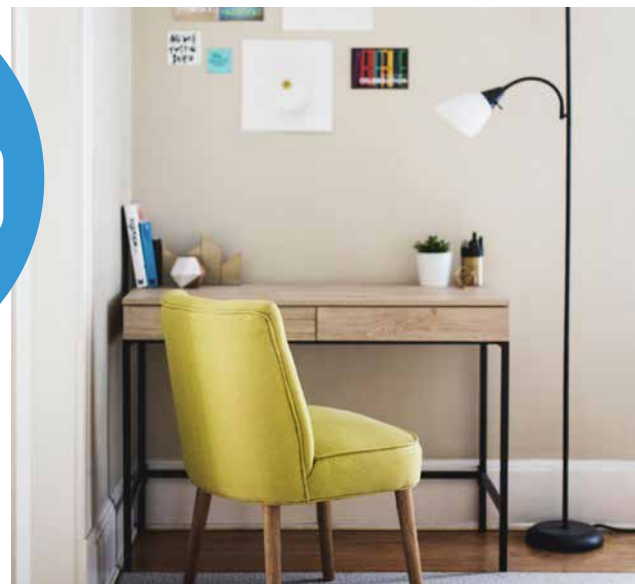
**1.4 billion+**  
U.S. smart home market volume in 2017

Smart fire detectors save insurers roughly  
**\$35,000 per payout**

IoT devices in automobiles can save consumers and insurers more than **\$45 billion**

### Who's Marketing with Smart Home Technology?

- Green Brands
- Content Providers
- Insurance Companies
- Home Builders
- Mortgage Companies







# Insurance Industry

The insurance sector has quickly adopted smart technologies, introducing a vast array of discounts and giveaways for influencers and consumers alike. Insurers promote safer living by encouraging users to install smart safety devices of all kinds in their homes. Not only does this create goodwill, it also facilitates faster response times to fires, break-ins, and medical emergencies. Safer homes mean massive cost savings for insurers and reductions in customer premiums—a win-win for everyone!



Some of those companies, like State Farm, pay for the installation of certain security services and offer customers discounted insurance coverage if they take measures like automating light and energy management from an app or use smart fire and water monitors.



## Smart Home Security

Companies use smart home safety and security gifts to show they care about their customers, staff, and partners. For example, SimpleHome's Xtreme Wi-Fi Door Camera and Smart Outdoor Wi-Fi Security Camera allow homeowners to see who's at the door, talk with them from their mobile devices, and save video data for later review. End users take comfort in these devices, knowing they can see what's going on at home – no matter where they are in the world!

**100%**  
**increase**

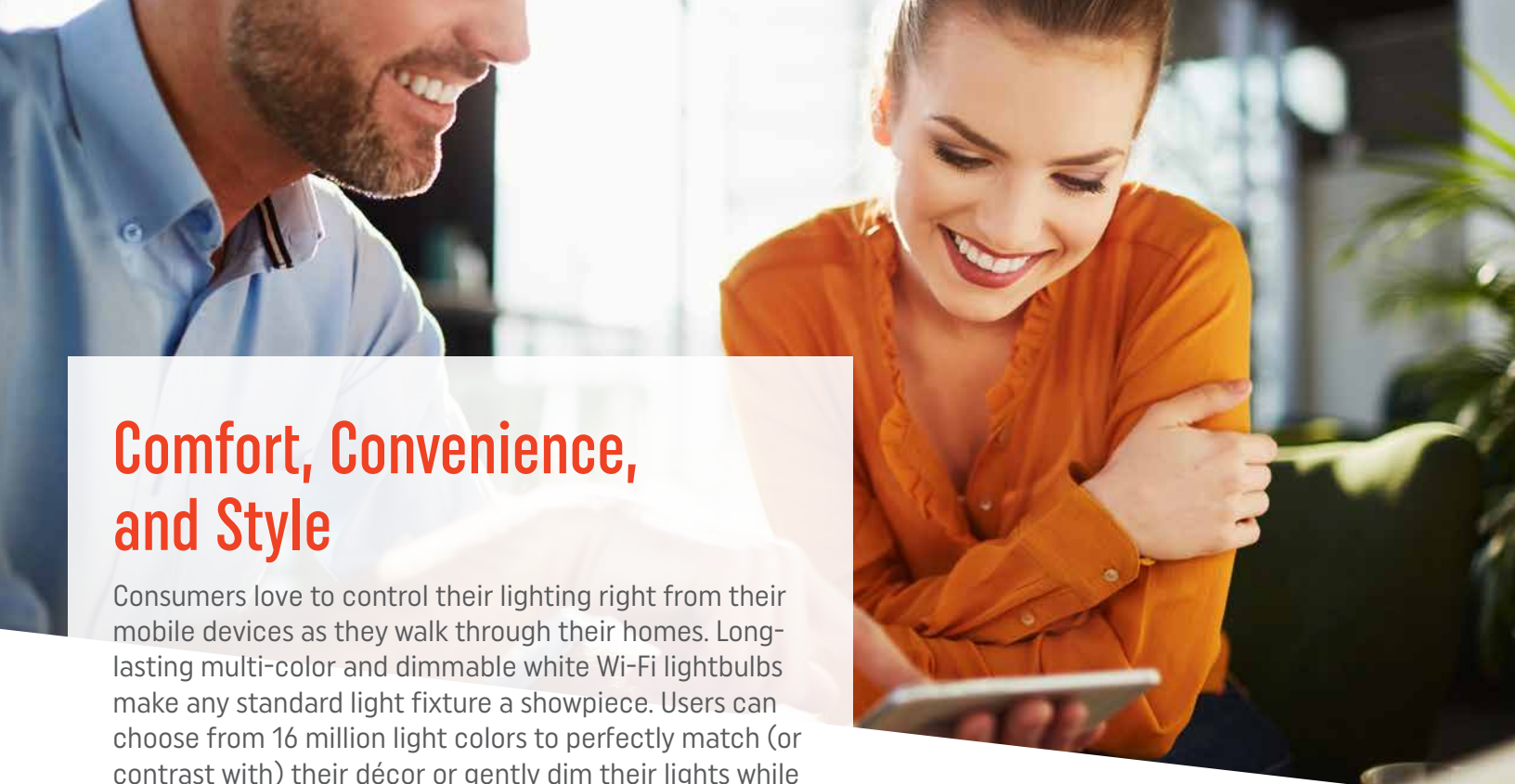
in insurance-related smart home projects in 2015

**45%**

**of all insurers** feel connected devices will be a driver of revenue growth in the next three years.

This year, American Family created an innovative program with connected doorbell provider Ring, that offered customers a discount if they bought the device, but also would reimburse your deductible if someone managed to break in. American Family also subsidizes the cost of a Nest Protect smoke alarm.





## Comfort, Convenience, and Style

Consumers love to control their lighting right from their mobile devices as they walk through their homes. Long-lasting multi-color and dimmable white Wi-Fi lightbulbs make any standard light fixture a showpiece. Users can choose from 16 million light colors to perfectly match (or contrast with) their décor or gently dim their lights while relaxing – all without getting up to hit a switch. Better still, smart light bulbs allow travelers to turn their lights at home on and off remotely for improved home security no matter where they may roam.

### Lighting control

is expected to grow at the highest rate between now and 2022.



## Efficient, Green, and Safe Innovation

Go green and cut your energy bills with SimpleHome's Wi-Fi Motion Sensor with Message Alerts. This fascinating new product uses passive infrared technology to determine when a room is in use. With this motion sensor, family members don't have to remember to turn off lights – they automatically shut off when not in use. Whether users are at home or on the road, this device sends push notifications when it detects intruders, dramatically increasing police and fire response time and home security.

Sources:

The real reason insurance companies want to give you free smart home devices. Market Watch. November 2016.

More insurance firms eye IoT adoption. Insurance business mag. October 2016.

Smart Home. Statista. October 2016.

Smart Home Market worth 121.73 Billion USD by 2022, Markets and Markets. 2016

