Partnership to Deliver Smart Home Solutions to Operators

The Bosch division Security Systems, a leading global supplier of security, safety and communication products, solutions and services and GreenPeak Technologies [1], a leading Smart Home RF communications semiconductor company, have announced their partnership. They join forces to serve operators with a complete end-to-end solution allowing them to complement their business offering with services like Home Security and Home Care.

Today, MSOs (cable/telephone/internet operators) are looking beyond their current four play business (telephone, cable TV, internet access and cell phone services) and enter the Fifth Play by offering Smart Home services like home security. By deploying these new services they can increase their average revenue per user and reduce subscriber churn.

Bosch Security Systems and GreenPeak are partnering to provide operators with a complete end-to-end solution of home security. Integrating GreenPeak RF technology with Bosch sensors and security services enables the partners to offer a scalable system that ranges from delivering only sensors to a complete cloud-based home security service solution, adjusting to the needs of the supported business model of the operator.

Bosch Security Systems and GreenPeak will demonstrate their Smart Home system during IBC2012 [2] (07-11 September 2012 in Amsterdam, The Netherlands). The GreenPeak Smart House [3] demonstration (booth 1.F90) will showcase applications in the area of energy efficiency and home care as well as home security, combining the premier technologies of GreenPeak and Bosch Security Systems.

“Several large operators are currently already deploying security services bundled with other service subscriptions. The set-top box is the gateway for these service offerings, effortlessly connecting numerous home sense and control devices in one integrated set of Smart Home applications.” says Cees Links, Founder and CEO [4]

of GreenPeak Technologies. “It is an honor to partner with Bosch. Our combined offer will enable operators to deliver a cost efficient end-to-end service, with a shorter time to market and the ability to develop and adjust their business offering to the changing market requirements.”

“Smart Home services like remote control of doors, thermostats and lighting, all centrally monitored and controlled by the set-top box/gateway, are very enticing for cable and service operators. These new services will provide both increased customer loyalty as well as additional revenues,” says Peter Ribinski, Member of the Board of Bosch Security Systems. “We are happy to join forces with GreenPeak because their silicon guarantees robust and reliable interference-free communication of our high end sensors throughout the whole home.”

GreenPeak at IBC2012

GreenPeak will be at IBC - Booth 1.F90 (Hall 1-F90). For more information or a live demonstration, please visit the GreenPeak booth at IBC2012 [2] – Amsterdam – 07-11 September 2012 - or make an appointment with our sales team [5].

Additional information can be accessed at www.boschsecurity.com [6]

For more information, please visit www.greenpeak.com [7]

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