GreenPeak Enables Low Power and Low Cost ZigBee Smart Home Applications

ZigBee PRO sensor nodes around $5 will accelerate Smart Home offerings by Operators and customer acceptance

Utrecht, The Netherlands – GreenPeak Technologies [1], a leading low power RF-semiconductor company, has announced the availability of a low cost and low power ZigBee solution for end nodes in the Smart Home, allowing Operators to further accelerate market adoption and enabling ZigBee Smart Home solutions that cover the full home and last for up to 10 years without battery replacement.

Operators will now be able to offer Smart Home service offerings at a very low cost for services like home monitoring, energy monitoring and control, elderly care, etc., enabling profitable business models for both the Operators and their supply chain.

GreenPeak's newly released low cost, low power and easy to install ZigBee PRO solution runs on coin-cell batteries for up to 10 years, essentially removing the need for battery replacement, allowing ZigBee Smart Home networks to become virtually maintenance free, slashing end user service calls.

With GreenPeak's superior range and robustness, the devices can guarantee reliable full home coverage. Easy to install, the ZigBee end nodes can be securely installed with a single click, allowing DIY installation by the consumer without requiring technical support.

In this way, GreenPeak's ZigBee chips allow Operators to address a very profitable 3 Billion dollar Smart Home market. It also helps Operators to further implement the strategy of making the set-top box the center of the Smart Home by enabling customers to reach their devices at home with their smart phones from any location in the world.

"GreenPeak is the first to enable the development of ZigBee end node solutions for Smart Home applications that are robust, virtually maintenance free, low cost, and can be installed with a single click." says Cees Links, Founder and CEO of GreenPeak Technologies, a market leader for ZigBee silicon. "Operators and service providers will be able to offer Smart Home services at a low initial cost and attractive monthly fees. By using GreenPeak chip solutions, sensor nodes manufacturers can supply devices around the $5 mark, which is 3 to 4 times lower compared to the cost of ZigBee PRO offerings today. This will accelerate the consumer acceptance and increase the ARPU's of the Operators."

Greg Potter of Multimedia Research Group says: "Operators looking to expand

revenue by offering home automation services are currently driving the majority of growth in the connected home market. Low chipset costs, good security, and low power usage have made ZigBee the protocol of choice for most cable providers today and will remain so for the foreseeable future. In fact, revenues for services derived from ZigBee backbones within the home are set to grow immensely over the next years, and are driven primarily by Cable Providers and Operators looking for new revenue streams by offering fifth play services."

For more information visit www.greenpeak.com [1].

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