The home of the future: Swisscom and iControl Networks join forces to bring Smart Living to consumers

Swisscom and iControl Networks, the provider of the OpenHome™ Software Platform, have entered into a strategic partnership to advance Smart Living in Switzerland. Together, the two companies intend to offer new products and services for residential customers to help them stay connected to their homes when away. Smart Living allows communication between a wide range of electrical home appliances, and gives users control of those devices and appliances to help simplify their lives. Appliances such as heaters, lamps, webcams or coffee machines are linked together in an intelligent network. The first Smart Living solutions will be launched to the Swiss market next year.

Swisscom, in collaboration with iControl Networks, the American provider of the OpenHome™ Software Platform, is developing new Smart Living applications so that electrical home appliances can be controlled via smartphone or via the web. The iControl system is already the leader in the American home-monitoring market, and has earned several awards. Thanks to iControl, connected appliances can communicate with one another and can be linked together via straightforward and clear "if-then" rules. As the leading telecommunications provider, Swisscom offers the requisite connectivity so that users can remain in contact with their homes via Smart Living, regardless of their current locations.

In the future, with Smart Living, a home heating system will be controlled easily with a smartphone, from anywhere and at any time. At the same time, lights can be turned off or an oven preheated. Motion detectors as well as door and window sensors can trigger an alarm if someone manages to gain unauthorised access, andan MMS with a short video sequence notifies the user. If desired, a simultaneous report can be sent to an alarm centre. Thanks to the forward-looking, interactive communication solution, customers remain in touch with their homes no matter where they are.

"Smart Living" plays an important role for society
"We want to contribute to a safer, more environmentally friendly and more pleasant life for our customers with our new Smart Living offering," explains Dieter Bernauer, CEO of Swisscom Participations. In the

future, machine-to-machine applications will play an increasingly important role. Initially, Swisscom will launch a basic offer to the market. But in the future, there will be other very promising applications, such as tools to help look after elderly relatives, or others in need of care. Smart Living products provide support for living longer, more independently and more comfortably in the home. With these products, it will be possible to link delivery and care services, as well as medical devices, to one another via the Swisscom application.

Swisscom with "Smart Living" at the ITU
Swisscom will be offering a first glance of its new product at ITU Telecom World in Geneva from 24 to 27 October 2011. In 2012, Swisscom intends to launch a starter kit and a selection of additional components to the Swiss market. The offer will include a base station, which guarantees the Internet connection, and a number of wireless sensors and devices, including a wireless stick with energy module, door contacts, motion sensors and a web cam. Additional sensors and warning devices, such as those for smoke or water, will also be available as options.

Wholesale offer for the european market
Swisscom will market the new products and applications in Europe via a wholesale offer. "Swisscom is the ideal partner for us to introduce our solution to the European market," says Robert Hagerty, CEO of iControl. "As a top tier telecommunications provider known for its innovation, Swisscom has the network, reach and credibility to bring a robust home management solution to millions of Smart Living consumers." The complete turnkey package allows a quick and direct entry into the machine-to-machine market with very low investment costs. The offer ranges from customer relationship management, provisioning, billing, logistics processes and online customer service to a ready-made web shop.

About Swisscom
Swisscom is Switzerland's leading telecoms provider, with 5.9 million mobile customers and around 1.6 million broadband connections (retail). In the first quarter of 2011, the company's 19,664 employees (full time equivalents) generated revenues of CHF 2.86 billion. For more information, please visit www.swisscom.ch.

About iControl Networks

iControl Networks is a venture-backed software and services company providing interactive solutions that define the broadband home management market. The iControl OpenHome™ Software Platform, an award-winning software solution that has made the Connected Home a reality, enables home security companies, broadband service providers and utilities to offer the next generation of home management, security and connectivity to their customers. For more information, please visit www.icontrol.com.

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