

Press release



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More safety and convenience from a single source

Bosch sets up new company for the smart home -
Presentation of first smart-home devices at CES 2016

- New Bosch smart-home system allows things such as heating and lighting to be controlled using just one app
- Focus on data protection and data security
- Stefan Hartung: "An important strategic step toward pooling and expanding our range of solutions for the smart home."

Stuttgart, Germany – Bosch is strengthening its business in solutions for the smart home. From January 1, 2016 the newly founded subsidiary Robert Bosch Smart Home GmbH will bring together the company's smart-home activities, including related software and sensor-system expertise. In the future, the new company will offer many products and services for connected homes from a single source: for example a new solution that can report break-ins and help control the heating to save energy. From January 2016, customers will be able to order the first Bosch products in this field online. These include the Bosch smart home controller, a smart thermostat, and a contact for doors or windows. The premiere will take place at the Consumer Electronics Show (CES, January 6-9, 2016) in Las Vegas. Bosch's smart-home solutions are aimed at a giant market: according to market experts, by 2020 alone some 230 million homes worldwide – almost 15 percent of all households – will feature smart-home technologies.

Major business potential

"Setting up the Bosch smart-home subsidiary is an important strategic step toward pooling and expanding on our range of solutions for the smart home. Smart homes facilitate new services that make their occupants' lives easier, and they offer major business potential," says Dr. Stefan Hartung, the member of the board of management of Robert Bosch GmbH responsible for the Energy and Building Technology business sector.

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“The Bosch smart-home system is easy to install and operate: one system, one app, one user experience. Our solutions relieve users of tiresome routine tasks while offering them more convenience and safety,” adds Dr. Peter Schnäbele, the future managing director of the Stuttgart-based Robert Bosch Smart Home GmbH.

Data protection and data security given top priority

Bosch smart-home solutions meet the highest standards of data protection and data security. These standards are taken into account right from the start of the product development process. To this end, Bosch has also set up a center of competence for product security. Customers and users have full transparency and decide for themselves how their data are used.

New services and an app make life easier

Bosch smart-home system solutions mean that a single platform is sufficient to interconnect the heating, lighting, smoke alarms, and appliances in a home. All these can then be operated simply using a smartphone or tablet. The core of the system is the Bosch smart-home controller, a central control unit that connects the components with each other and to the internet. In the future, users will be able to use the Bosch smart-home app to combine the basic functions of unrelated devices. For example, the door and window contact solution reports whether a window is open. When this happens, the system can automatically turn down the heating in the relevant room, in line with the user's preference settings. What is more, users can check their smartphone anytime, anywhere to see whether doors and windows are open or closed. In future versions of the door and window contact solution, the system will sound the alarm if a window or door is broken open when the occupant is absent – meaning there will no longer be any need for a separate alarm system.

Compatible with other manufacturers' devices

When it comes to connectivity, Bosch believes open standards and open platforms will make the technology as user-friendly as possible. For this reason, the Bosch smart-home system is modular and expandable, and it is easy to connect compatible devices made by other manufacturers to it.

New webshop

The first Bosch smart-home products can be ordered from January 1, 2016 at www.bosch-smarthome.com.

Simply.Connected.

Visit Bosch at CES 2016 in Las Vegas, NV, USA:

Tuesday, January 5, 2016, 8 to 8:45 a.m. local time: press conference with Dr. Volkmar Denner, chairman of the board of management of Robert Bosch GmbH, at Mandalay Bay Hotel, South Convention Center, Level 3, Banyan Rooms A-D.

Wednesday, January 6 through Saturday, January 9, 2016: **Bosch booths showcasing solutions for smart homes, smart cities, and Industry 4.0** at

the Smart Home Marketplace, Sands Expo Center, #71517, **and showcasing connected mobility** at North Hall, #2302.

Follow the Bosch CES 2016 highlights on Twitter: [#BoschCES](https://twitter.com/BoschCES)

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Basic information:

Mobility Solutions is the largest Bosch Group business sector. According to preliminary figures, its 2014 sales came to 33.3 billion euros, or 68 percent of total group sales. This makes the Bosch Group one of the leading automotive suppliers. Mobility Solutions largely operates in the following areas: injection technology for internal-combustion engines, alternative powertrain concepts, efficient and networked powertrain peripherals, systems for active and passive driving safety, assistance and comfort functions, technology for user-friendly infotainment as well as car-to-car and Car2X communication, and concepts, technology, and service for the automotive aftermarket. Bosch has been responsible for important automotive innovations, such as electronic engine management, the ESP anti-skid system, and common-rail diesel technology.

The Bosch Group is a leading global supplier of technology and services. The company employs roughly 360,000 associates worldwide (as per April 1, 2015), and generated sales of 49 billion euros in 2014.* Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life."

Additional information is available online at www.bosch.hu

*The sales figure disclosed for 2014 does not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been taken over completely.