Smart Premise

New Revenue Sources For Service Providers

SmartHome SmartFarm SmartBusiness SeniorCare HomeCare

The Service Provider Opportunity

- Offer sensor monitoring of devices, and video viewing without a *"monitoring center" for home automation*. Put monitoring and alerting in the hands of your subscribers.

Deliver via your network

- Wireless deployment

- Wired line – broadband/fiber - FTTX

- Or combination of both

Incremental revenue for service providers

- Increase monthly recurring revenue streams from subscribers

- Bundle network services with your broadband services, TV, and cellular offerings. Solutions that compliment your current offerings

- Offer remote video storage to your subscribers with live view, archived video for retrieval by leveraging your Central Office

Market Awareness and Why Now

- Access to Affordable Devices
- Plentiful Bandwidth
- Savvy Consumers
- Smartphones and Tablets

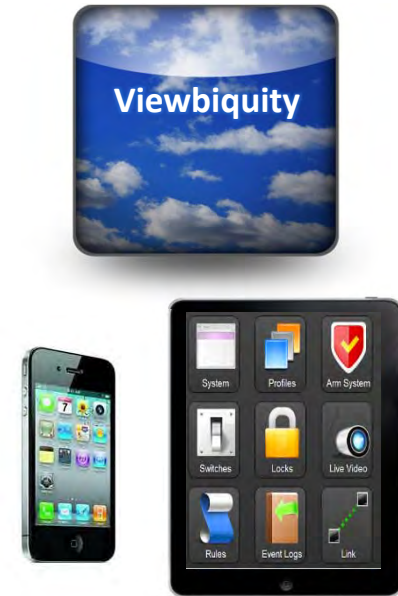# Elements of the Solution

Customer Premise

Devices and Gateway

Central Office

Application Servers

Internet/Cloud

Viewbiquity

**Remote Data Access
Application Intelligence**

Application Control

Customer Premise
Industry Standards

- Wireless Devices
  - Z-Wave and ZigBee
    - Wireless mesh connection, broad device availability
  - Wi-Fi IP Cameras / RFID
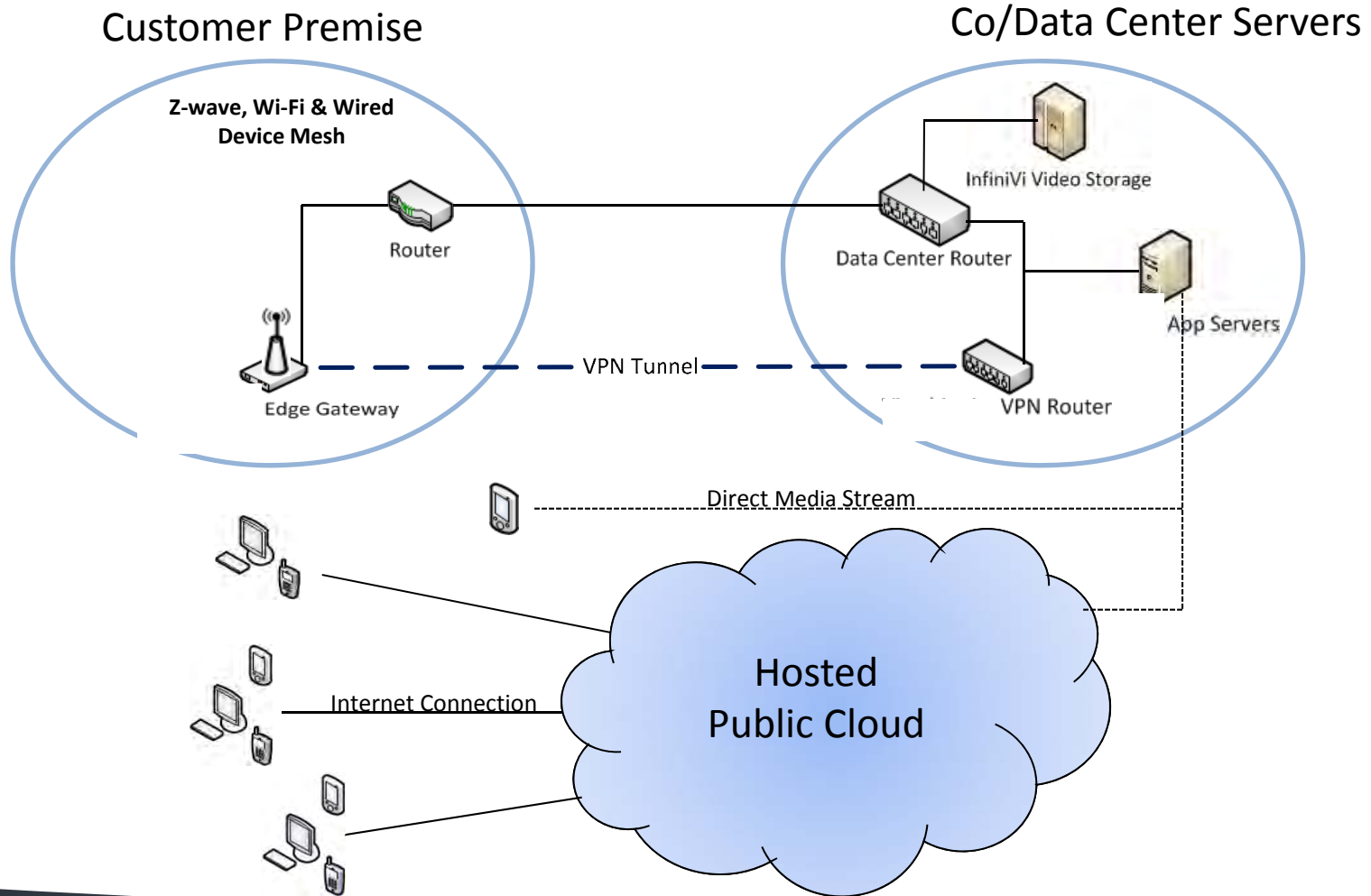

- Wired
  - LAN-based IP Cameras
  - Low-voltage bus
    - Flow meters, temperature, motion, and other common sensors
  - Other technologies such as Modbus and USB

Technology Design

Customer Premise

Co/Data Center Servers

Z-wave, Wi-Fi & Wired Device Mesh

Router

InfiniVi Video Storage

Data Center Router

App Servers

Edge Gateway

VPN Tunnel

VPN Router

Direct Media Stream

Internet Connection

Hosted Public Cloud

On the mobile device
IOS/Android should not be the focus

- Customization of the App is key
  - Simple White Label approach
  - "Local Interest" service bundles for specific demographics – lake homes, farming, senior homes, etc.
  - Flexibility to incorporate new or unique devices
    - Farm and industrial applications
    - Access control in commercial applications
  - Service Providers have control
    - Independently and quickly make changes and roll out to customers
    - Ability to sell customized apps to other Service Providers

Customized Interface

Targets Your Market and Demographics

- Notifications via text, email and text-to-voice
  - Security
  - Locks
  - Live Video
  - Thermostat
  - Switches
  - Energy

- Customizable for specific markets
  - Family
  - Senior Care
  - Business
  - Agriculture

Subscriber Selling Points

- Easily installed by subscriber

- Simple GUI for linking

- "Out of the Box" solutions

- Rules-based operation

- Alerts via text, email, text-to-voice, and IVR

Service Provider Tools

- Solutions need to deliver
  - Comprehensive Device Control
  - Strong Security and Encryption
  - Event Logs
    - Troubleshooting and Diagnosis in Real Time
  - Subscriber Activation and Disconnect

Business Model Planning

- Standard Packages
- Mass Video Storage
- Premium Packages

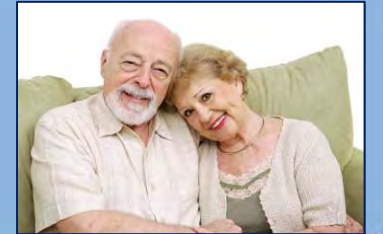# Standard Packages

Home and Seasonal Package
- Video surveillance cameras
- Lighting
- Door/window sensors
- Thermostat
- Locks
- Water and/or sump failure sensor

Off season prices may vary for services

Business Package
- Video surveillance cameras
- Energy Management
- Thermostat
- Lighting
- Locks

Senior Care Package
- Snap shot camera
- Power outlet control
- Lighting
- Locks
- Motion Detection

Nanny & Baby Package
- Snap shot camera
- Power outlet control
- Lighting
- Locks
- Motion detection
- Sound monitoring

Farm Package
- Video surveillance cameras
- Power outlet control
- Locks
- Energy Management
- Bin Management
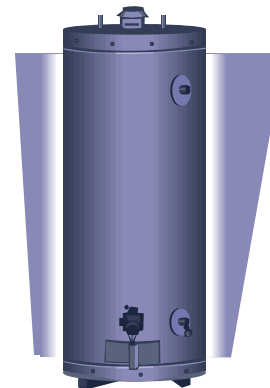- Livestock monitoring

Note: Each Viewbiquity package requires an edge gateway

Home

- Security & Video Surveillance Solutions
- Sensors and Devices
  - Temperature controls
  - Energy Management
  - Lighting controls
  - Water detection leaking
  - Smart Locks
  - Motion Detection
  - Window/Door sensors
  - Garage Door monitoring

Small Business Solutions

Business Package

- Video Surveillance Cam
- Energy Management
- Thermostat
- Lighting
- Locks

Cameras, Sensors, Energy Management, Refrigeration, Lighting, Solutions

Warehousing

Dealerships and Services
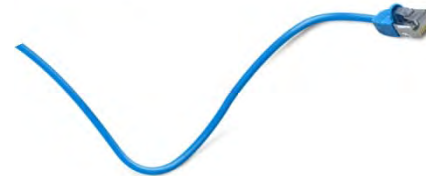
Convenience Stores

Banks and Financial

Medical Offices

Access Control for enterprise

schools, businesses,

government buildings

and more

Distinctive Features

Scalable

Unlimited number of readers on a system and unlimited number of users

Fault-tolerant design

Intelligent reader-controller can make access control decisions on its own based on the Viewbiquity rules engine. Additional features supported to associate with other events, such as activating video snap shots that can be emailed to remote devices, turning on lights, adjusting thermostats and more.

Network Ready

The only panel-free system with direct connectivity to the Data Network

Adaptable

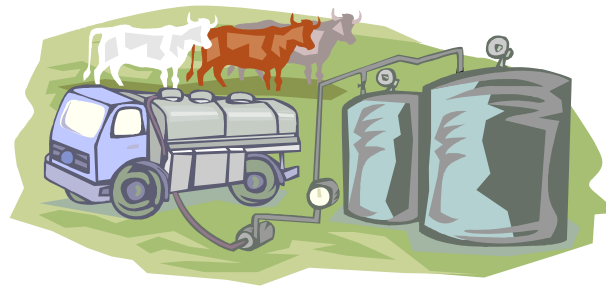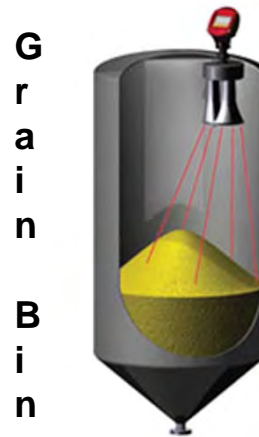MS Windows software platform is enabled to support integration with other systems via the standard TCP/IP interface.

Easy

Plug and play design eases installation and MS Windows interface is familiar to users
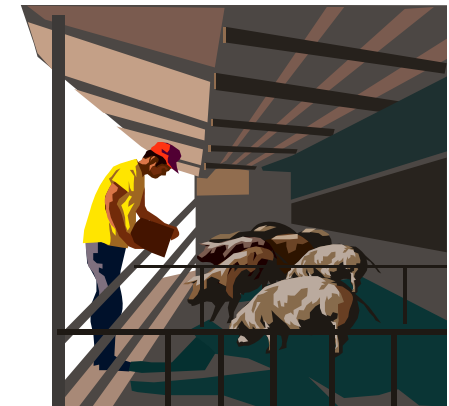
Farm Management Solutions

- Video Surveillance
- Grain Bin Monitoring
- Propane and Fuel Tanks
- Dairy Farm sensors
- Hog Confinement
- Cattle Feedlots

Grain Bin

Point Level Controls
Continuous Measurement Systems
Inventory Management Software
3D Level Scanner
Dry Flow Detection
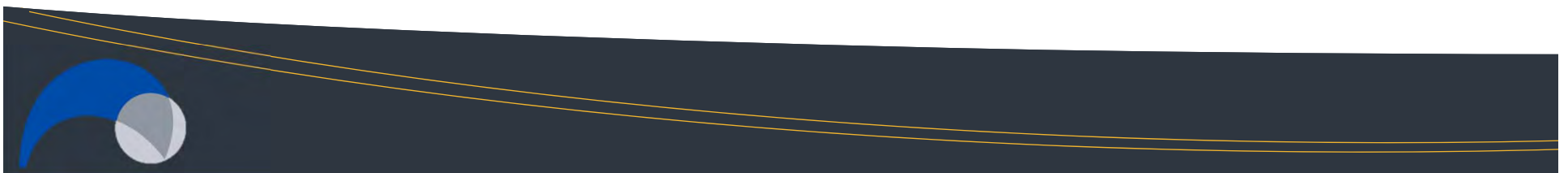Dust Detection

Centralized Video Storage

- InfiniVi Central Office Storage Solution
  - Leverage your "last mile" of bandwidth and fiber deployments - FTTX

- Provide quality of service to your subscribers
  - From 15 fps – to 30 fps – HD Quality and accessible through the Viewbiquity application

- Archive video in increments from a couple of days to a year or longer. Offsite and online

Public Cloud Storage vs Your Central Office

2-3 FPS from public cloud providers to HD quality

Premium Packages
Beyond Just Home Automaton

Establish Rules and Send Alerts

Pill Bottle Notification

Vital Sign Monitoring and Notification

Pricing Models for Smart Home

Packaging	Monthly Recurring	Upfront Activation
Starter Package Gateway. Retail out water detection and appliance control unit.	$14.99	$49.99
Home Alert Basic Package Gateway, motion sensor, appliance control, door and window sensor	$29.99	$99.99
SmartHome Starter Kit Add: smart thermostat to above pkg.	$29.99	$149.99
Video Starter Kit Gateway. Retail out IP camera	$19.99	$69.95
Video Premium Kit Add: smart thermostat and wireless IP camera to Basic Pkg.	$39.99	$199.99

* Subject to a 2 - 3 year commitment by subscriber

Summary of Smart Premise Solutions

- Growing Revenue Opportunity overall for Smart Premise

- Ideal recurring revenue demands

- Continue to service your community with caring solutions