

A dynamic splash of water with numerous bubbles and droplets, captured in a high-speed shot, creating a sense of movement and freshness. The water is a vibrant blue, matching the background.

Smart Home: Making it a reality

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There are hundreds of Smart Home solutions and devices...



...and millions of customers with a desire to use them



There is a plenty of research showing that there is an interest and demand for smart home solutions...



77%

of consumers believe Smart Home will become as common as smartphone by the year 2015



89%

want an integrated Smart Home provider



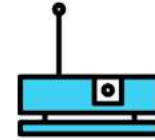
66%

consumers said they thought the technology would help to lower gas and electricity bills



75%

expect to benefit from it



36%

claimed it could reduce the time spent on household chores



28%

of online TV users ready to adopt Internet of Things / Smart Home services



26%

U.S. Broadband households with intention to acquire any device/system within 12 months



36%

said the best thing about living in a smart home would be spending more quality time with the family

...but is there really...?

A typical mass market customer does not understand... and does not care...



What is it for?

How will I set it up?

It's expensive

It's not compatible

It's a gimmick

There are many of us who want to make it happen...



...but we have not cracked the market yet O₂

We face a number of barriers to mass market adoption

**Design and
ease of use**



**Interoperability
& compatibility**



**Data privacy
& security**



**Compelling
use-case**



**Total cost
of ownership**

Telcos have strong motivation and are optimally positioned to enable Smart Home mass market adoption

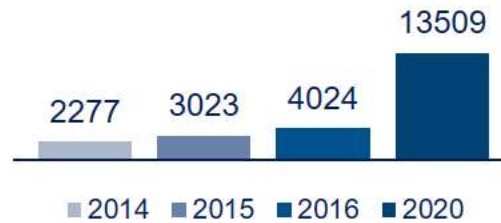


We  technologies

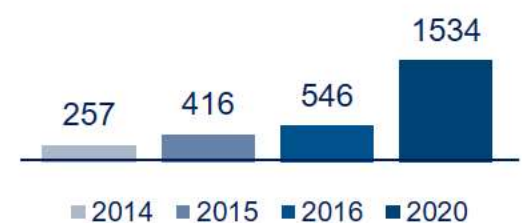


There is value

IoT units consumer* (millions of units)



IoT spending consumer* (billions USD)



We have the best go-to-market „infrastructure“



*Source: Gartner (November 2015)

Integrated telecom operators have the most complete go-to-market infrastructure



We provide HH **connectivity**



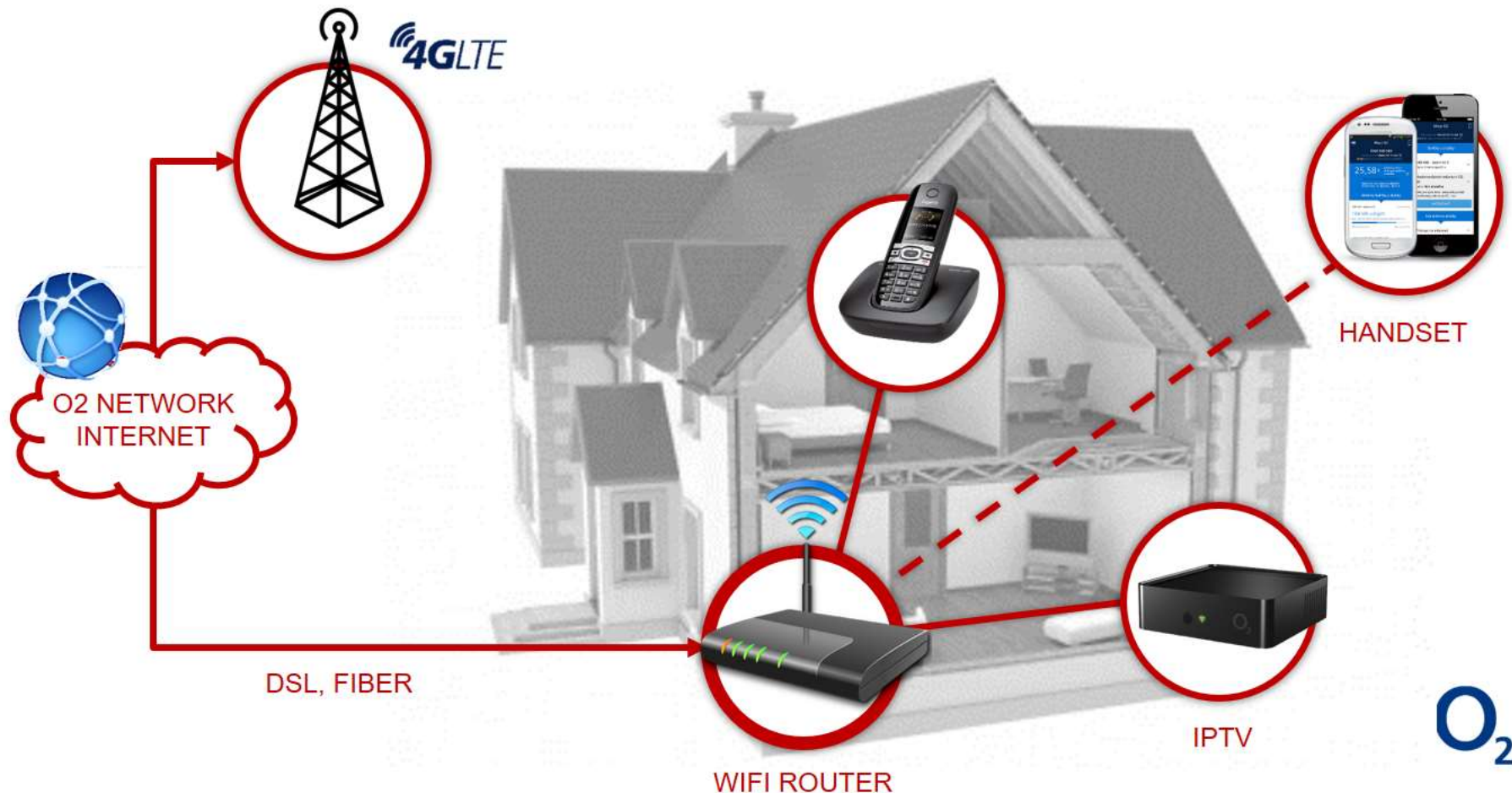
We have a **billing** relationship



We have strong **distribution** channels



We influence mobile **handset eco-system**



O₂ is ready to work with you to help making
Smart Home a reality...



A dynamic splash of water with numerous bubbles and droplets, primarily concentrated on the left side of the frame, set against a solid blue background that transitions from a darker shade at the top to a lighter shade at the bottom.

Thank you