

# SMART HOME PLATFORM FOR OEM

Intelligent | Interoperable | Personalized

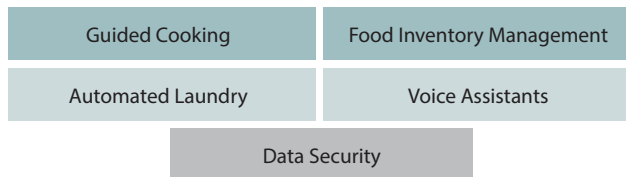
## Trending

People are bringing their 'I-want-to-do' attitudes and personalization into the kitchen. They are turning to mobile apps at every phase of the cooking journey—to decide what to make, learning how to prepare it, and actually cook or bake.

There is demand for user centric appliances that can guide by suggesting procedures either through video or voice, enhancing the cooking experience. In the new world, microwave should be configured automatically for various recipes.

Dishwashers will decide the wash cycle after identifying the dishes. In the laundry department, refresh and robotic wash systems will sort out different types of fabric, configure the suitable wash cycle and fold the garments automatically.

In the living room, a robotic vacuum that glides itself along the carpet everyday as you leave for work, will soon have the enhanced ability to send notifications on objects it finds in its path. Your home surveillance system will soon tag surveillance footage for easy retrieval and efficient search of stored videos.

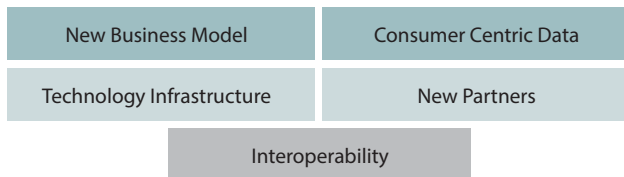


## Opportunities & Challenges

Manufacturers will soon have an opportunity to become service providers, given the amount of data they can collect with connected devices which enable the trending use cases. Scheduled services will open up new subscription based business model. Consumer experience will be defined through insights, creation of marketplaces.

The ability to deliver great consumer experience, ensuring interoperable, secure & cost-effective solutions are the top challenges, which demand developing secured, open and scalable platforms.

No longer is the sale by any means the end of the relationship. OEMs have an opportunity to become more personalized, data-driven, and Continuous Service Providers. Device management, remote diagnostics will reduce the cost of delivering the services. This will require building new partnerships for data management, telecommunications, applications and payments.

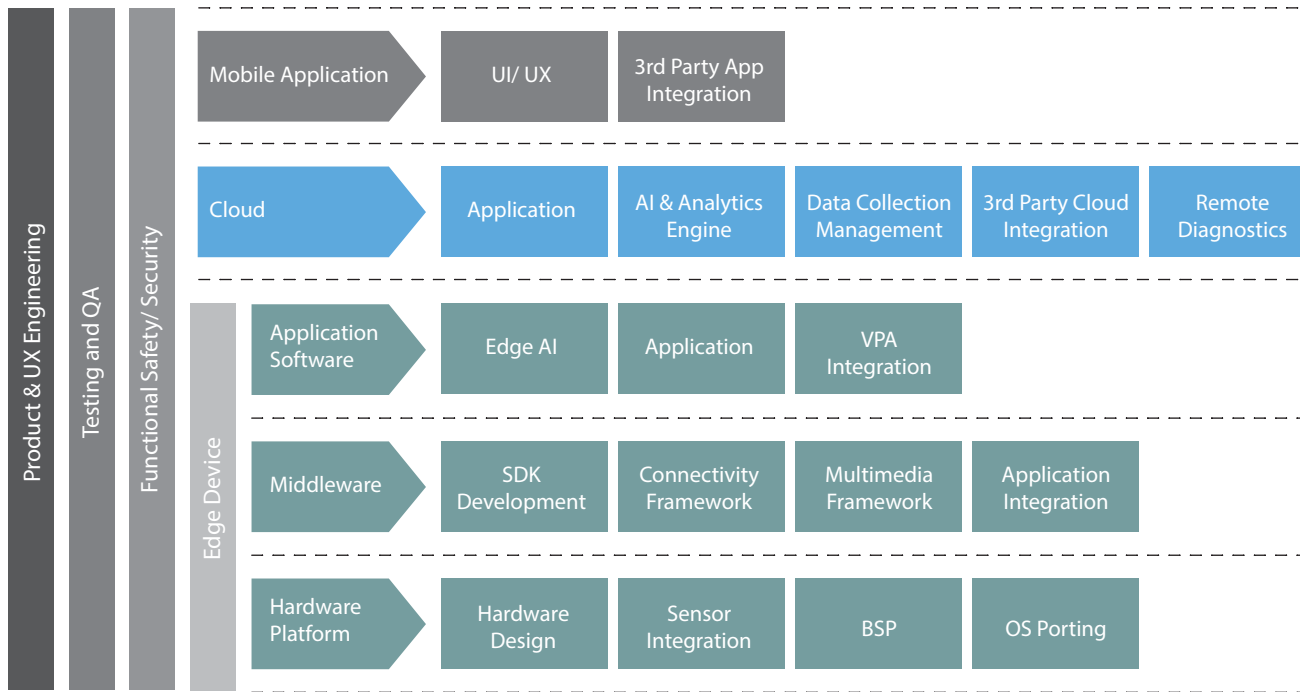


## Benefits for Your Customer

- Easy to use - every one is an expert cook now
- Cooking is entertaining
- Makes grocery shopping fun
- Spend less time on sorting clothes
- Schedule work load of different appliances during off peak hours saving on utilities bills

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## Services Framework



- **Multi-Modal Interface:** Integrate virtual personal assistants, touch and gesture
- **AI Solution:** Application development on cloud or edge for optimum performance, accuracy and cost AI implementation on wide range of edge platforms – CPU/ GPU/ FPGA/ DSP
- **SDK/ Middleware Platform:** Development, productization and maintenance
- **Functional Safety Compliance:** Testing, documentation and artifacts as per IEC/ UL standards
- **Interoperability and Security:** Delivering performance, conformance and certification
- **Product & UX Engineering:** UX design, rapid prototyping, new product design, product localization

Asia's largest Design Studio



## Differentiators

- Consumer research led product development
- Centers of excellence for Smart Home and AI
  - Developed advanced technologies for global market
  - Deep understanding of camera, sensor technologies and silicon platforms
  - Readily available cognitive intelligence solutions
- Certified functional safety professionals
- Worldwide ecosystem partnership
- Early access to partner's roadmap, reference solutions and extensive knowledge sharing, skill and capability development

## Case

- R&D center to develop globally applicable advanced technologies and product development for wide range of smart home appliances
- Develop and maintain Integrated home security solution which involves gateway development and integration testing of 3rd party devices
- SDK/ Middleware platform development on low footprint device. Developed, productized and maintained for 20 microcontroller variants