



Smart Homes & Cleanpower 2013 Conference

5 November 2013

Cambridge

www.hvm-uk.com/smarthomes

www.enmodus.com



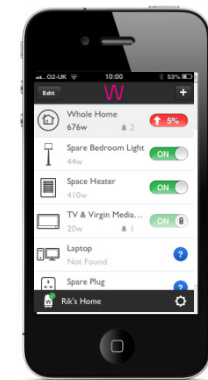
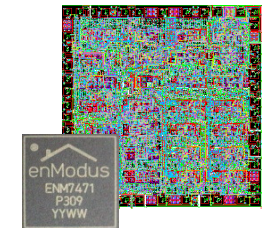
Connectivity in the Smart Home

Winner takes all *or* Horses for Courses?

Introduction



- ❑ enModus is a Smart Home technology company
- ❑ Founded in Jan 2010, we have five employees, based in Chepstow, UK
- ❑ Invented Wattwave™, a powerline communications technology
- ❑ Wattwave offers unbeatable range and radically lower cost
- ❑ Wattwave is firmware embeddable, or available in module format
- ❑ Wattwave can enable **Smart Appliances** for <£1.50 OEM cost
- ❑ Plan to use our own pilot product, **WATTZO**, to seed the market
- ❑ Raised £150k angel and £1m seed VC rounds in 2010 and 2011
- ❑ Closing a £1.5m VC round in Q4 2013 with a new investor



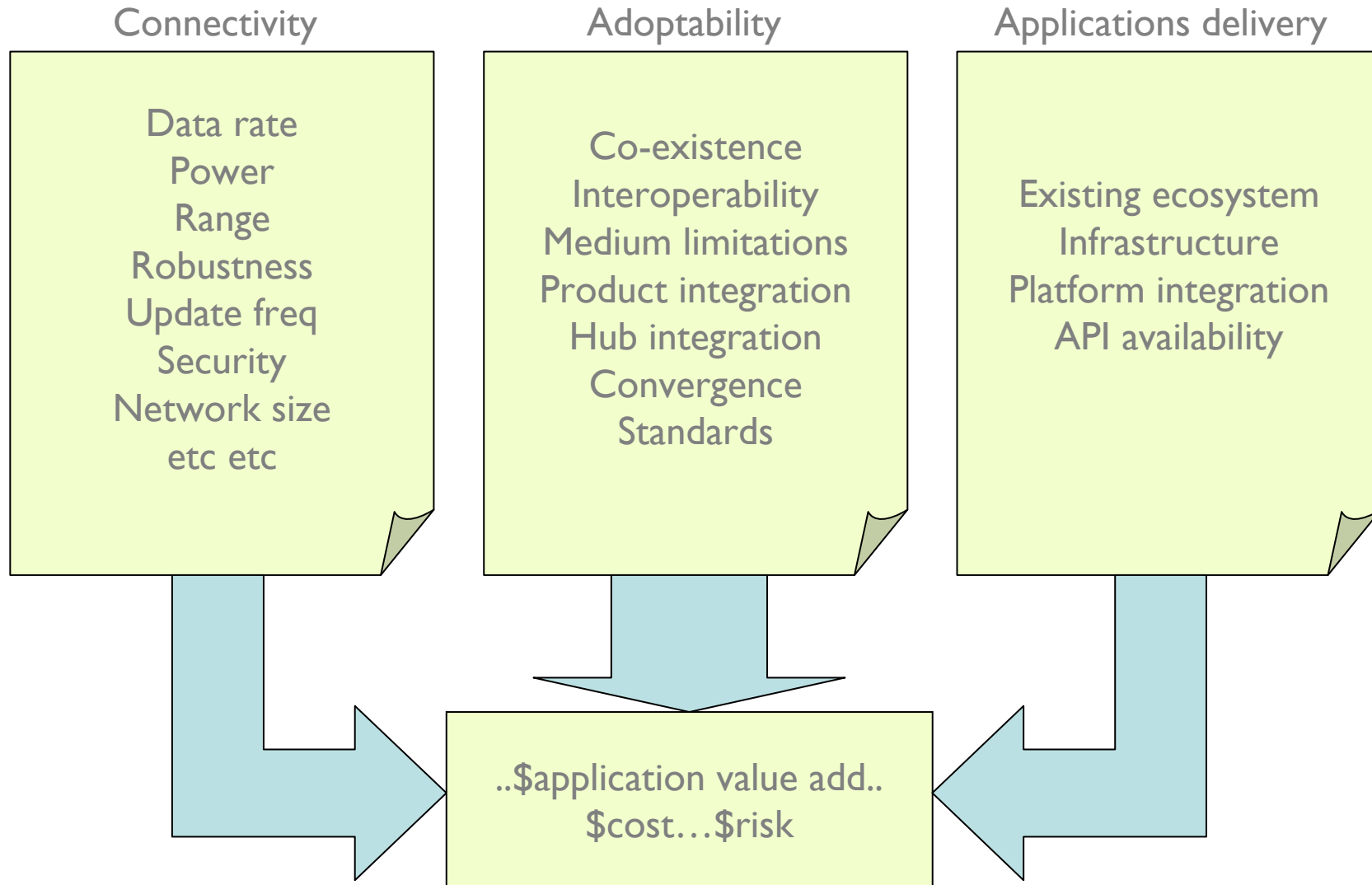
There are many technologies out there.....



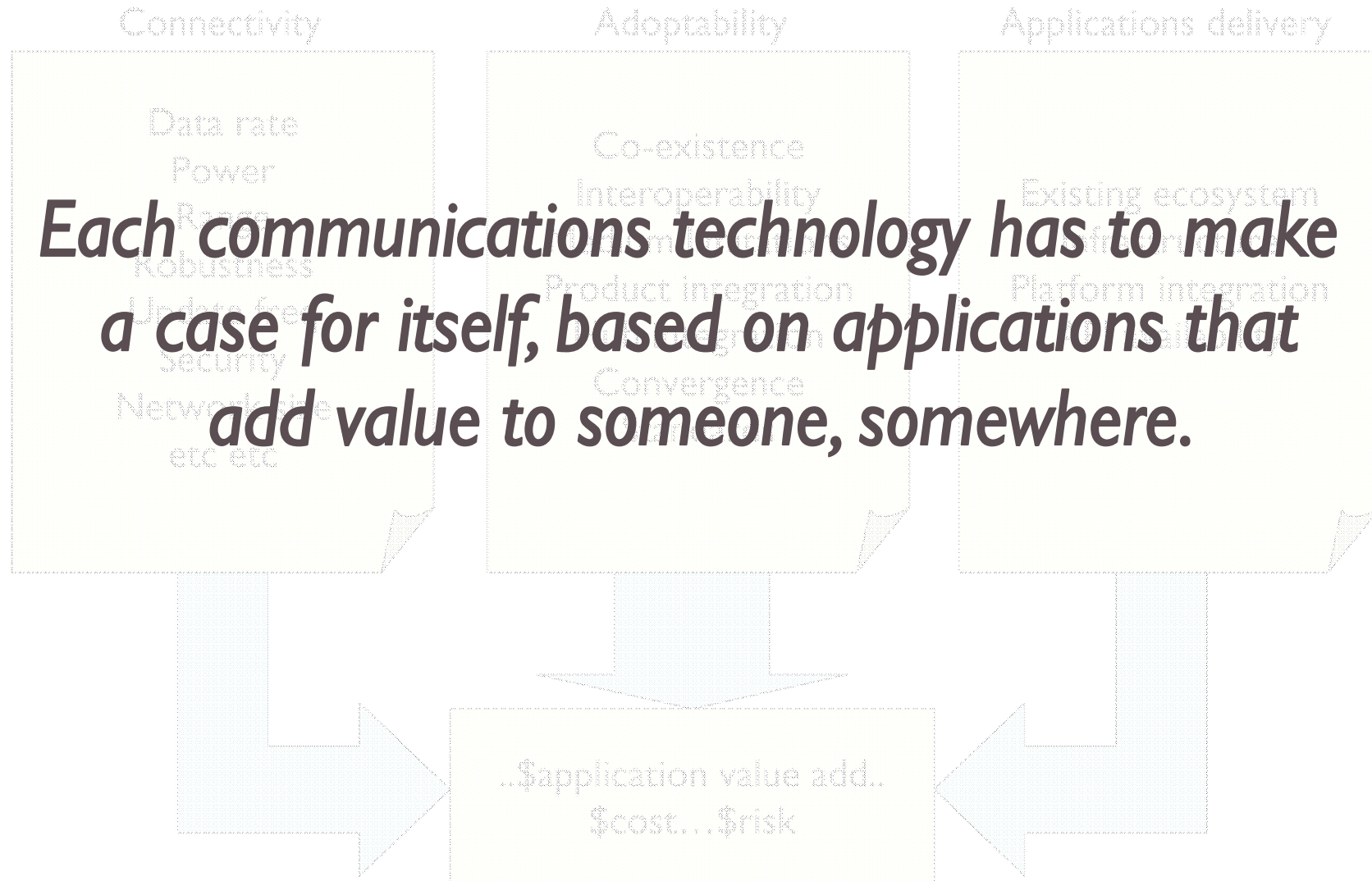
and more.....

...all vying to be the communications technology of choice for the Smart Home

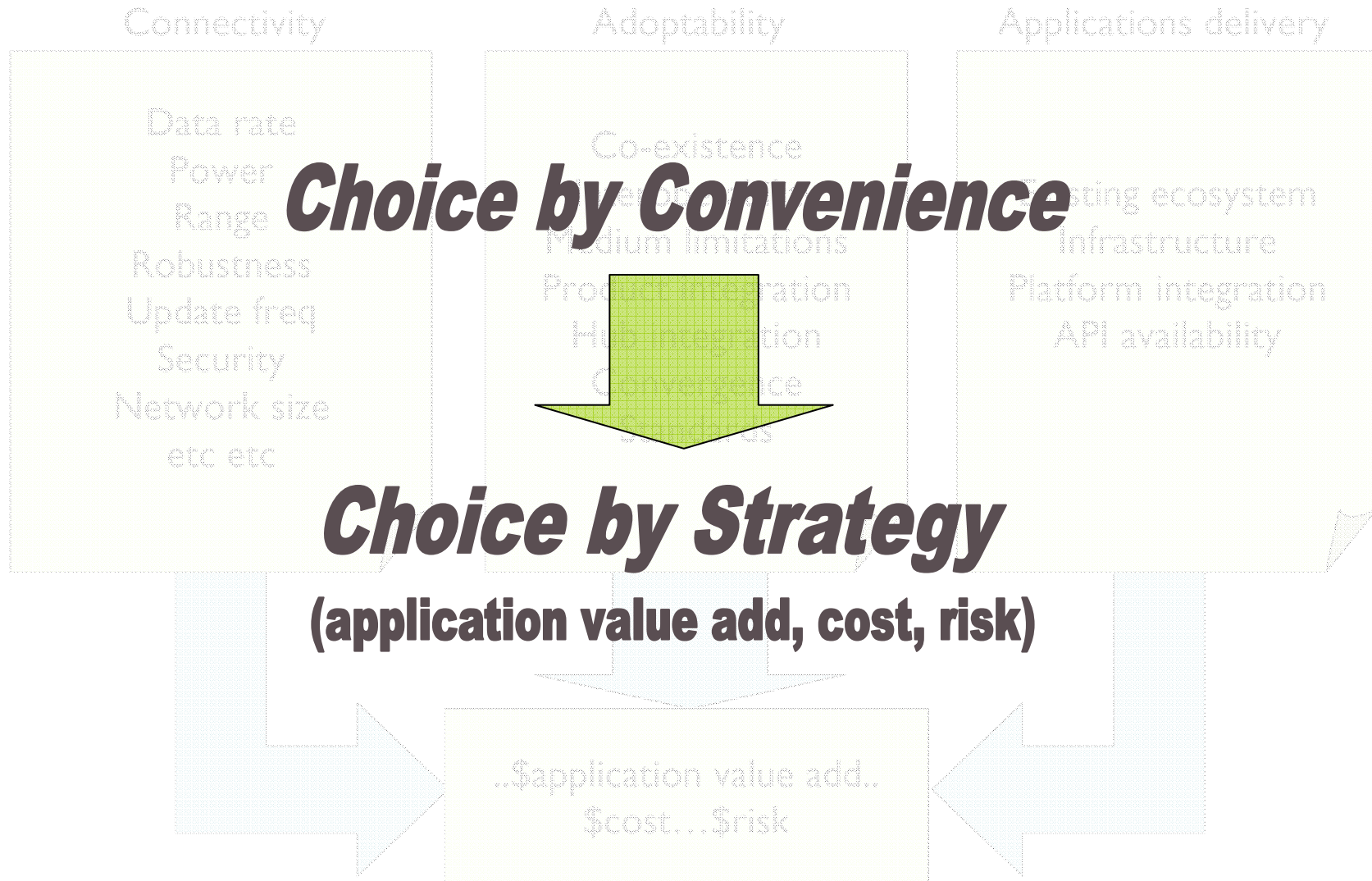
There are many factors of choice.....



....but which will prevail?



..longer term thinking must trump short termism..



- No single technology can dominate the Smarthome
- We believe only three core technologies will eventually dominate.....
 - High bandwidth wireless (*mains or rechargeable battery infotainment*)
 - Low power wireless (*wireless sensors*)
 - Long range, guaranteed coverage, wired (*mains appliances and embedded infrastructure*)
- ...based on application value add, cost and risk
- Other technologies will remain niche

The hub/gateway/CAD/modem router will be the battleground



...one box to rule them all...



Convergence of:

- ✓ High bandwidth wireless
- ✓ Low power wireless
- ✓ Long range, guaranteed coverage, wired

...driven by long term strategic thinking by telco's, media and cable companies

- Value added from smart homes must be driven application by application
- We must *not* force-fit unsuitable technologies to applications
- Horses for courses, not winner takes all
- The industry will successfully integrate at the hardware level
- The real challenge is at a platform level !

