

## Netatmo launches omajin, a new smart home brand, accessible to everyone



**12 September 2024, Paris – Netatmo, a leading French smart home company, is today launching a new brand of products, omajin.**

Netatmo, a French company set up in 2011, specialises in smart home products. It has various product ranges (Security, Comfort and Weather), catering to tech-savvy and pragmatic audiences with a certain purchasing power.

*“We want to appeal to a much wider audience”, says Alexandre Menu, General Manager of Netatmo. “With **omajin**, we’re helping to democratise the Smart Home by making it more accessible, with devices that make our users’ day-to-day lives easier.”*

### **omajin, for a simplified smart home**

**omajin** is the little sister of Netatmo. It provides affordable products that are easy to install and simple to use, with a more playful and energetic vibe.

*“The smart home market is changing. More and more users want to buy connected devices for their home, but don’t always know where to look. **omajin** is backed by Netatmo’s experience and Legrand’s quality criteria to meet the needs of a brand-new audience in the market,” explains Alexandre Menu.*

Netatmo will, in parallel, continue to develop products for its various ranges. They are two distinct but complementary universes destined to coexist in tomorrow’s smart home.

### **omajin’s first products**

**omajin** is launching its first wave of products in September 2024, with a Baby Monitor, Solar-powered Camera, Surveillance Camera (indoor and outdoor), Video Doorbell and a Smart Plug.

## Baby Monitor

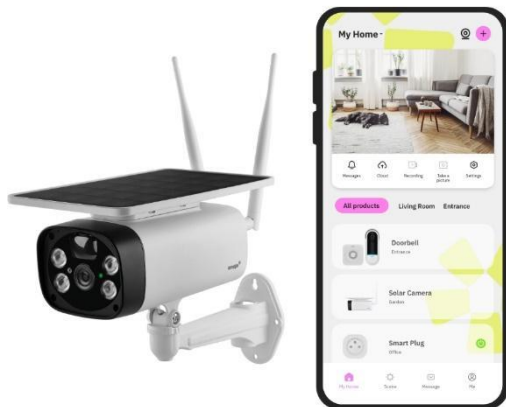
**omajin**'s baby monitor keeps children safe and parents reassured. It has a wide-angle camera, night vision, cry detection, rotating head and it can even shine a nightlight and play soft music or white noise. Parents receive real-time alerts on their smartphone when the baby wakes up, and they can also monitor the room's temperature and humidity from the app.



## Solar-powered camera

This camera has no plugs or cables, and it recharges its battery using solar energy. It has a motion detection feature and 1080P HD night vision. The solar-powered camera can also tell the difference between people and pets, so users can simply focus on relevant notifications. It has a 105-decibel siren as well as a loudspeaker and built-in light to scare off intruders.

Videos are automatically stored on an SD card or on a secure cloud.



## Wireless indoor/outdoor surveillance camera

**omajin**'s wireless surveillance camera lets you keep an eye on the inside and outside of your home. It has a 140-degree viewing angle and 2K+ HD video quality. It can tell the difference between people and pets, only notifying the user of important events. Users can also define a specific area to monitor, and if an intruder is detected, they can

intervene remotely with its speaker and two-way microphone. It has a 9600 mAh battery that lasts several months, and the user will receive a smartphone notification when it's running low.



The cameras, doorbell and baby monitor contain an SD card for storing data locally. The user can also subscribe to a secure Cloud service in Europe for additional storage.

The outdoor products — the wireless video doorbell, the wireless surveillance camera and the solar-powered camera — are rated IP55 or IP65, guaranteeing optimum water and dust resistance.

### Wireless video doorbell

**omajin's** wireless video doorbell has 2K+ resolution, night vision and an infrared filter. When a guest or delivery driver rings the bell, the user will receive a smartphone notification. They can then talk to their visitors remotely using the built-in loudspeaker. If there's an attempted break-in, the doorbell sets off a booming 85-decibel alarm. It's also weatherproof — IP65 rated — with a long-life battery that lasts up to 10 months.



### Smart plug

**omajin's** smart plug lets users control their lights and devices from their smartphone to help reduce their electricity consumption. From the **omajin** mobile app, they can schedule their devices (lights, heating, coffee machine, etc.) to suit their routine. A timer function can be used to limit the energy use of certain appliances. With a simple, discreet design, the smart plug fits perfectly into any home, and a subtle light indicates

whether it's on or off.

The plug will even work when the Wi-Fi cuts out thanks to its Bluetooth connection.

All omajin products are available in the omajin by Netatmo mobile app, available on both iOS and Android.

The roll-out of omajin products' compatibility with Google Assistant and Amazon Alexa is underway, and will be available to all users by the end of September.

### **Price and availability**

Solar-powered camera: €164.99

Wireless camera: €114.99

Wireless video doorbell: €134.99

Baby monitor: €89.99

Smart plug: €19.99

