

NETATMO

Netatmo Security cameras, the smartest way to protect the house, roll out across the US in 800 Home Depot Stores

As more than 2.5 million home intrusions are reported every year in the United States¹, Americans are increasingly concerned about the security of their home. Thanks to their Artificial Intelligence algorithms, Netatmo indoor and outdoor security cameras Welcome and Presence, understand what's happening in and around the home and alert the user in case of intrusion.

<city, date> - Netatmo, a revolutionary smart home company developing groundbreaking, intuitive and beautifully-designed connected consumer electronics, expands the distribution of [Welcome](#) and [Presence](#), their indoor and outdoor security cameras, on www.homedepot.com.

More than 2.5 million home intrusions are reported every year in the United States ending with over \$5,000 in stolen property². 85% of police officials believe that home monitoring systems help deter burglary attempts³.

In this context, 93% of Americans think that having a home security system is necessary⁴. They want solutions for monitoring and protecting their homes.

Thanks to Artificial Intelligence, connected home security devices make precise assessments of suspicious situations, such as detecting a break-in or the outbreak of fire. Unlike conventional security systems, which require human analysis, these Artificial Intelligence algorithms understand what is going on in the home and alert the user in real time, who can then alarm the authorities.

With its Security range, Netatmo offers a comprehensive system for home security.

Welcome

Homes without security or alarm systems are up to 300%⁵ more likely to be broken into. Welcome, the indoor security camera with face recognition, is a game changer in the industry. Instead of the usual motion alerts which require to waste time watching footage, Welcome sends a notification saying that an intruder has been detected in the home, complete with a picture of their face and a video footage. The camera notifies the user exactly who is at home, on their smartphone: the neighbor coming to water the plants while

¹ Safeguard the World, *Security Statistics*

² Safeguard the World, *Security Statistics*

³ Safeguard the World, *Security Statistics*

⁴ <http://www.pewresearch.org/fact-tank/2016/02/19/americans-feel-the-tensions-between-privacy-and-security-concerns/>

⁵ Safeguard the World, *Security Statistics*

the family is away or a burglar.

MSRP: \$199

Presence

With its breakthrough deep learning algorithm, Presence, the outdoor security camera, detects and reports on people, cars and animals. Placed outside the house, the camera analyses in real-time if someone loiters around the home, a car enters the driveway or a pet is in the yard. Presence understands what it sees and notifies the user with smart notifications if something is detected in the monitored area: “Person seen,” “Car seen” or “Animal seen”.

Presence features an integrated smart floodlight that can detect and scare off any unwanted visitors or light the way when it’s dark. In addition, the spotlight can be manually switched on with the App.

MSRP: \$299

About Netatmo

Netatmo is a revolutionary smart home company, developing groundbreaking, intuitive and beautifully-designed connected consumer electronics. Truly smart, Netatmo’s innovative products provide a seamless experience that helps users create a safer, healthier and more comfortable home. Netatmo carefully designs the mechanics, electronics and embedded software of all its products to the highest standards. Netatmo also creates the mobile and web applications that fully realise their potential.

Since 2012 Netatmo has released thirteen devices and accessories, divided into four categories:

- **Weather** - The Personal Weather Station and its accessories, the Additional Module, the Rain Gauge and the Wind Gauge.
- **Energy** - The Smart Thermostat and the Smart Radiator Valves, both designed by Philippe Starck.
- **Security** - The security cameras Welcome, for indoor, and Presence, for outdoor, and their accessories, the Tags and the Indoor Security Siren, and the Smart Smoke Alarm
- **Air care** - Healthy Home Coach, the smart indoor climate monitor

Netatmo is a leading innovator in the smart home industry with products available through a growing network of distributors worldwide, selling to consumers through major retail and B2B channels.

Through its program “with Netatmo”, Netatmo develops connected solutions with leading brands in the building industry to be integrated into residential home infrastructure, whether new-build or renovation.

In November 2015 Netatmo completed a series B funding round of \$31 million. The company previously raised \$4.7 million in 2013.

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