eNeo Labs and the Spanish Connected Home Market:
User Benefits and the New Value Chain

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The Connected Home
Seamless technology inside your home
The residential gateway enables added value services based on the internal and external home connectivity.
1. Vision and Focus
2. The Connected Home
3. Product and Services
4. Business Model
5. Showroom
1. Vision and Focus
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1.1 Mission

- "The first mile"
  - Providing a user friendly technology to people in their own environment: home, workplace, car, ...
  - Engineering at people's service
The eNeo Home

- eNeo Labs has already a trial and error phase; a *real* home with a *real* family in which we test and develop products and services
1.3 Focus

OSGi

Advanced Services

- Usefulness
  To develop, patent and commercialize products providing services for the connected home
- Usability
- Reliability
- Cost Effective

- Savings
- Comfort
- Health
- Energy
- Protection
- Shopping
- Community
- Voice
- Data
- Control
- Security
- Entertainment
- AV
- Ecology

ELEO LABS

OSGi Alliance
2003 World Congress
1. Vision and Focus
2. The Connected Home
3. Product and Services
4. Business Model
5. Showroom
2.1 The Connected Home

- Full Connectivity
- Ubiquity
- Customization
2.2 Ambient Intelligence

- Providing “intelligence” to different spaces
- Providing “memory” to our environment
  - Learning curve from daily routine
  - No user manuals
  - Technology seamless fits the user experience in a non-intrusive way
2.3 Tecnology

- Programmable Networks for Advanced Services in the Connected Home
  1. Interoperability
  2. Security
  3. Scalability
1. Vision and Focus
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3.1 Product & Services

First mile Management

- IPbox
- DOMOBOX
- TELCOBOX
- JUKEBOX
- GUARDIAN
- AUTOMOTIVE
- SiempreEnCasa
3.2 Product & Services

- Utility Media Center
  - Aggregation, management and integration of advanced services for the connected home
3.3 Packs eNeo

- **IPbox**
  - Wiring cabinet
  - 8 Ethernet ports and WiFi access
  - TV/HAN adapter

- **Service (18 months)**
  - Internet everywhere at home
  - Home Channel (TV, PC, WebPAD, etc.)
  - WEB parental control
  - File server / ”Safebox”
  - Anti-virus and anti-spam
  - Family domain with e-mail

- **Technical Service: OSCAR**
3.4 Packs eNeo
1. Vision and Focus
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4.1 Business Model

Products
- Home Automation
- A/V Systems
- Access Control
- Telephony
- Automotive

Middleware eNeo NET
- DOMOBOX
- ENTERTAINMENT
- GUARDIAN
- TELCOBOX
- AUTOMOT

SiempreEnCasa

Services
- Security
- Connectivity
- Content
- Health
- Education
## 4.2 Value Chain

### EASE OF USE
- **Today**
  - Real State Dev: Home Equipment
  - Architect: Accessible and Seamless
  - Builder/Installer: Standard Installation
  - Manufacturer: Connected Home Compatibility
  - Service Provider: Appealing Services
- **Next 10 years**
  - New relationship with the user
  - Quality of Life Garantor
  - “Digital Plumber”
  - Interoperability
  - Better Customer Service

### COST
- **Today**
  - Real State Dev: High Added Value
  - Architect: Extend Telecom Infrast
  - Builder/Installer: No need of new specialists
  - Manufacturer: Monetize R+D
  - Service Provider: Cost Reduction Open Systems
- **Next 10 years**
  - New User Channel

### NEW BUSINESS
- **Today**
  - Real State Dev: Differentiation
  - Architect: Specialization and Prestige
  - Builder/Installer: New Professional Profile
  - Manufacturer: Extend Functionality
  - Service Provider: Appeal Services
- **Next 10 years**
  - New Consumer Experience

### EASE OF USE
- **Today**
  - User: Usability
- **Next 10 years**
  - Optimal Service Mix

### NEW BENEFITS
- **Today**
  - User: 1% Housing Cost
  - **Next 10 years**
  - New Consumer Experience

### POSITIONING
- **Today**
  - User: Usability
- **Next 10 years**
  - Optimal Service Mix
# 4.2 Value Chain

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<tr>
<th>Role</th>
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<th>Next 10 years</th>
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  - Specialization and Prestige
  - Standard Installation
  - No need of new specialists
  - New Professional Profile
  - Connected Home Compatibility
  - Monetize R+D
  - Extend Functionalities
  - Appealing Services
  - Cost Reduction Open Systems
  - New User Channel

- **Next 10 years:**
  - New relationship with the user
  - Quality of Life Garantor
  - “Digital Plumber”
  - Interoperability
  - Better Customer Service

- **New Business Positioning:**
  - New relationship with the user
  - Quality of Life Garantor
  - “Digital Plumber”
  - Interoperability
  - Better Customer Service

- **User Experience:**
  - Usability
  - 1% Housing Cost
  - New Consumer Experience

- **Optimal Service Mix**
1. Vision and Focus
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5.1 Showroom

Hometronics

Honeywell

- Residential Gateway
  - OSGi Compliant
- ALARM
- VIDEO LIBRARY
- HOME AUTOMATION
- WEB INTERFACE
- HOME NETWORKING

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Questions?

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