



## GreenPeak to lead the Smart Home Evolution

**Provides ZigBee connectivity for the entire home – set-top boxes, sensors and appliances  
The Cable Operator & Service Provider Fifth Play is gaining momentum**

Utrecht, The Netherlands, 09 August 2012 – [GreenPeak Technologies](#), a leading Smart Home RF communications semiconductor company, has announced it is expanding its product portfolio and customer target base. GreenPeak ZigBee chips are already integrated into leading cable industry set-top boxes to enable power saving and long range RF based connections for remote controls.

GreenPeak is currently recognized as the leader in ZigBee RF4CE. GreenPeak is rolling out new radio chips that support the full range of [ZigBee networking technologies](#) including ZigBee Pro, ZigBee IP, RF4CE and ZigBee Green Power.

“Working closely with the leading operators and their suppliers, we will enable the Smart Home market – starting with Smart Home enabled set-top boxes/gateways and providing solutions for devices that will connect to it – including home security, home care, appliances, energy monitoring and control, etc.,” says [Cees Links, Founder and CEO](#) of GreenPeak Technologies. “Once these systems are connected to the set-top box /gateway, operators will be enabled to provide the Fifth Play services for the Smart Home.”

Wireless networks have existed in our homes for decades. Cordless phones and wireless data networks like Wi-Fi are commoditized applications in our daily lives. Today, a new wireless network of home applications is emerging and addresses low power consumption, low data rate sense and control applications like remote controls, energy efficiency, home security, access control, HVAC monitoring, lighting, home health care, etc.

“The first phase of the Smart Home has begun – proprietary stand-alone applications, like stand-alone thermostats, wired security devices, IR-remote controls, etc., but so far, few of them are connected to the internet,” added Mr. Links. “The next phase is where these devices migrate to using the open ZigBee standard based communication technology and connect via the set-top box to the Internet. The final phase will arrive when these devices together create an environmental aware, safe and secure, and energy efficient home that can be managed via Smart Phones and mobile devices over the net, from any location.”

The Smart Home is about more than just connectivity, it is about intelligence to properly interpret and respond to changes in the environment, without human intervention.

Examples:

- The smart home will know if there is anyone in the home and where in the house they are and then adjust heating or air conditioning accordingly. If everyone is in the den watching TV, why waste energy heating the bedrooms?
- A security breach in the home will immediately send a text message to the home owner and/or a response company
- Water leaks can be immediately identified and alerted – saving money and preventing damage

- Elderly people can be monitored by their children and medical staff via smart phone and alerts
- Medicine consumption can be automatically monitored
- Air-conditioning turns off when windows get opened
- Lights are switched off in rooms where are no people

Cable operators will play an essential role in this. Known as Fifth Play, they can now expand their four current offerings (telephone, TV, internet and cellular service) to their customers with new Smart Home service offerings (the 5<sup>th</sup> Play™), using their presence in the home with a set-top box or gateway as the starting point, this will create very significant new revenue opportunities for cable operators and service providers and will profoundly change the way we manage our homes.

### **GreenPeak at IBC2012 – Amsterdam**

GreenPeak will be at IBC 2012- Booth 1.F90 (Hall 1-F90).

For more information or a live demonstration, please visit the GreenPeak booth at [IBC2012](#) – Amsterdam – 07-11 September 2012 - or make an appointment with our [sales team](#).

### **About GreenPeak Technologies**

GreenPeak Technologies is a fabless semiconductor company and is a leader in ZigBee silicon solutions for the Smart Home.

GreenPeak is privately funded. It is headquartered in Utrecht, The Netherlands and has offices in Belgium, Japan and Korea.

GreenPeak has won the prestigious 2012 Red Herring Top 100 Europe award and is recognized as a leader in developing new wireless technologies for consumer electronics and Smart Home applications, demonstrating rapid growth and adoption by major customers.

For more information, please visit [www.greenpeak.com](http://www.greenpeak.com)

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