



PROTONET

Press Release

Protonet launches crowdfunding campaign on Indiegogo for Protonet ZOE – Start building your smart home now!

Revolutionary Smart Home Hub with ground breaking intelligence and full of data privacy

San Ramon, Calif and Hamburg, Germany, March 22, 2016 – [Protonet](#), a leading provider of project management and collaboration solutions and part of the Y Combinator accelerator-program, launched its new product, Protonet ZOE, on [Indiegogo](#). Protonet ZOE will transform the Smart Home market by providing its customers with:

- **Intelligence** – users can teach Protonet ZOE actions that are subject to certain conditions, such as turning on the light after unlocking the front door.
- **Advanced Speech Recognition** - ZOE can receive a wide range of natural commands due to her unique speech and syntax recognition technology.
- **Data Privacy** - It keeps all your data on your device, so you don't have to worry about who is watching your video or listening to your conversations at home.
- **Auto-Learning** – ZOE learns the various behavioral patterns of its owners and coordinates the smart home devices accordingly.
- **Connectivity** – ZOE integrates with the most common Smart Home devices to manage your complete Smart Home environment.
- **Openness** – Its open source, so you have a whole development community behind it.

Protonet ZOE is available for pre-sale on Indiegogo until April 15, 2016. During these 30 days, interested consumers can invest in the Smart-Home Hub for an early bird price of \$199.

In 2014, Protonet made history with a new crowdfunding world record. Back then, \$1M (converted) were raised in 89 minutes on Seedmatch. €3M were contributed in total, over a period of 133 hours for the first Protonet product – the private cloud server Maya.

Ali Jelveh, Protonet co-founder and CEO, says: “With the Protonet ZOE, we will bring one of the smartest and most aesthetic Smart Home Hubs to the market in 2016. Our clear goal is “The Home of the Free made smart”, because people should be able to choose how to live with modern technology, even at home. We stand for intelligence and data privacy with our products, and have proved that these aspects are compatible.”

Smart-Home – Market of the future and an important field for data-sovereignty

Protonet sees great potential in the Smart Home market - data from Statista¹ shows:

¹ Source: Statista 2015 - <https://www.statista.com/outlook/279/100/smart-home/worldwide#>



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- Revenue in the "Smart Home" market is over \$15B in 2016.
- Revenue is expected to show an annual growth rate of 28.78%, resulting in a market volume of \$42B in 2020.
- Household penetration is at 0.77% in 2016 and is expected to hit 2.97% in 2020.
- The average revenue per Smart Home currently amounts to \$1,410.19.
- Most revenue is generated in the United States (\$9B in 2016).

"The Home of the Free made smart" - Protonet ZOE revolutionizes the Smart-Home

Protonet ZOE has a mobile interface, which is easy to use. The Smart Home Hub understands 1500 voice-commands, learns additional vocabulary with every software-update and syntax-detection of new sentences. All voice-data is stored onto the 2GB encrypted local memory. Protonet ZOE includes "Drops", small mobile devices, which can be placed all over the house so that voice-commands can be received in all rooms and on all floors of the house. They can be turned off manually, so that private matters stay private.

Furthermore, the new Smart Home Hub does not charge any monthly fees and functions independently of any cloud, which means that it can work without the need of an internet or Wi-Fi connection. Additionally, due to the "IFTTT" engine, it is possible to teach Protonet ZOE actions that are subject to certain conditions, such as turning on the sound-system when entering the room. In addition, with time, Protonet ZOE learns the various behavioral patterns of its owners and coordinates the Smart Home devices accordingly. The product is extendable, thanks to its two USB-ports and speaks the most common programming languages. It supports wireless, Bluetooth, Z-wave, and cloud connected devices, which means Protonet ZOE is compatible and can be connected with all devices from various manufacturers. For example Google NEST and Phillips Hue, but also Nest Cam, Lock, Garage or Security.

Protonet ZOE fancies Open Source and software-developers

The new Smart Home product is based on Open Source. Protonet ZOE loves software developers, who can extend her in a quick and uncomplicated manner, and yet she can still be used by people without any knowledge of IT, without any problems.

Price and Deliverability

Protonet ZOE is available for pre-sale on Indiegogo, at an early bird price of \$199. There are no monthly fees.

To learn more about Protonet, contact us at www.protonetinc.com

Please find our Protonet ZOE press kit here:

https://carla.protonet.info/public_links/nHwVcrP51Z_F0pQchkhY1A



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About Protonet

Protonet, a Y Combinator company, provides out-of-the box solutions that enable organizations and teams to more effectively run their business operations without being IT experts. Protonet was founded 2012 by Ali Jelveh and Christopher Blum. In 2014, Protonet was awarded the crowdfunding World Champion by Seedmatch, with an investment of three million euros and was later elected the 2014 startup of the year. Protonet is headquartered in Hamburg, Germany and has offices in the San Francisco bay area. For more information, please visit www.protonet.com.

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