

XFINITY Home Security (XHS) Comcast Home Automation

Tuesday, October 25, 2011

Home Security/Automation

Broadband Home Security Market is an Attractive New Line of Business for Comcast

- Large, fragmented market with over 20 million homes in US, mostly served by small regional players
- Ties to existing businesses (product convergence) and in leveraging the network

Comcast is Positioned to Enter Home Security/Automation Market

- Leveraging existing marketing engine, particularly the millions of moves Comcast handles annually
- New technology can leverage Internet, voice and video for additional value add

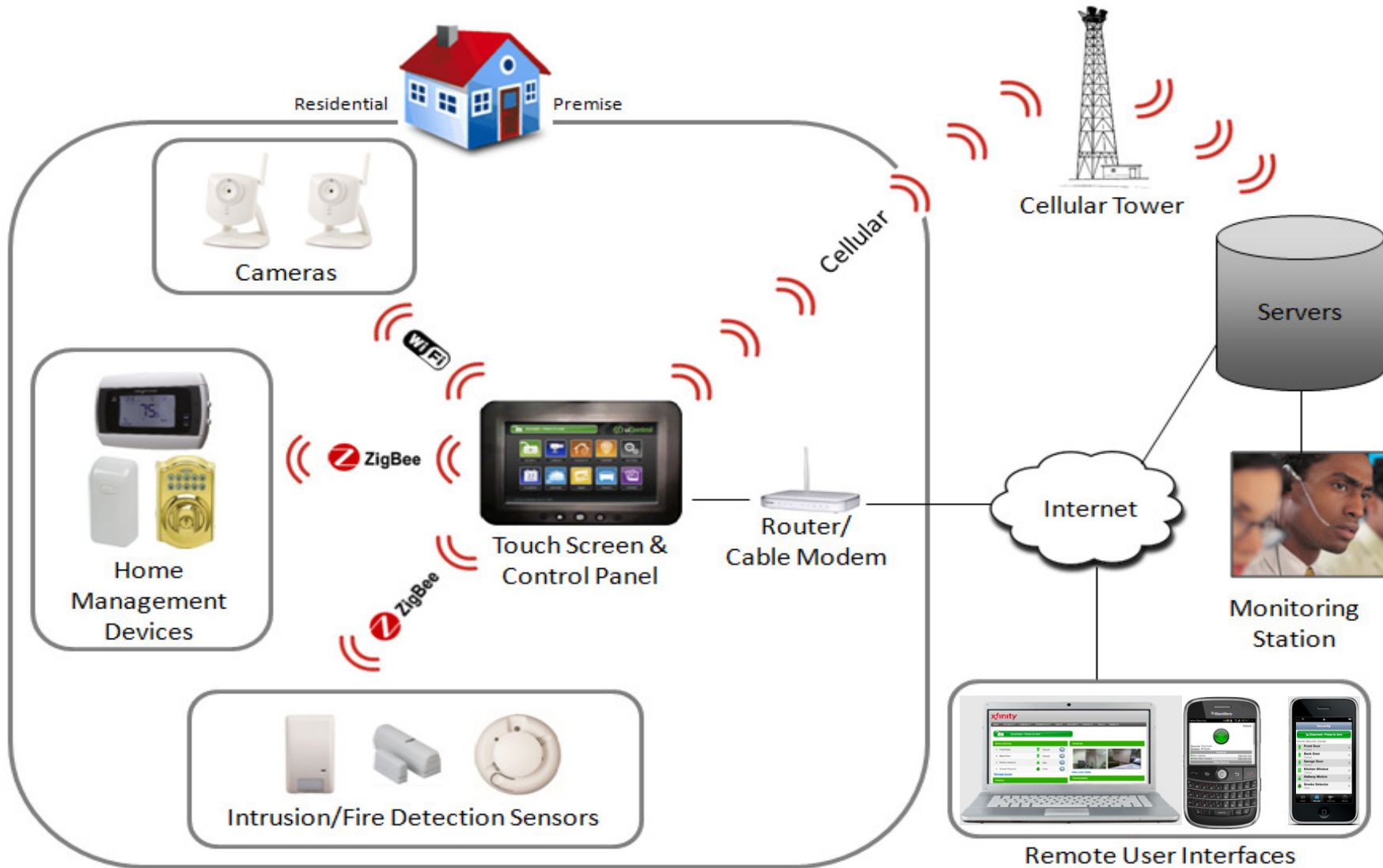
Comcast Product Strategy Based on Differentiated Features and Packaging

- Touch screen provides widgets such as live video, lighting, thermostat, weather, news, calendar, word of the day, Sudoku
- Monitor home activity remotely and get alerts (“find out when Johnny gets home from school each day”)

Eight Comcast Markets Launched

- Houston, Portland, Chattanooga, Naples/Sarasota, Nashville, Freedom, Jacksonville and Knoxville

XFINITY Home Security



iControl SMA Touchscreen



- Core Home Security - redundant connection over Broadband and Cellular
- Battery backup for power outages
- Full screen live video view from in-home cameras
- Smash and Grab Protection
- Connected to a 24/7 central monitoring station - email and SMS notifications on alarms
- Email and SMS notifications for zone or non-alarm monitoring
- Apps Platform (e.g., live video, lighting, thermostat, weather, news, calendar, word of the day, Sudoku)

Available Sensors and Peripherals

Door/Window
Contacts



Indoor Video
Camera



Motion
Detectors



Indoor/Outdoor
Camera



Glass Break
Detectors



Thermostat



Smoke
Detectors



Lighting /
Appliance Module



Key Fobs



Wireless Keypad



Note: Pictures not to scale















iControl Subscriber Portal



- MAIN
- SECURITY ▾
- CAMERAS ▾
- LIGHTS ▾
- HISTORY ▾
- CONTACTS
- RULES
- WIDGETS



 **Disarmed - Press to Arm**

Zone Activity

1	Front Door		Closed	
2	Back Door		Closed	
3	Garage Door		Closed	
4	Front Window		Closed	
5	Downstairs Motion		Still	
6	Kitchen Door		Closed	
7	Left Kitchen Window		Closed	
8	Right Kitchen Window		Closed	



[Manage Zones](#)

Cameras



[View Live Video](#)

Lights

	Appliance Module		Off
	Lamp Module	26%	Off

[Manage Lights](#)