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## **#LikeABosch: The IoT star is back to turn up the heat!** Bosch kicks off the heating season with a new rap video

September 3, 2019  
PI 11003 RB Rf/Bär

- ▶ “Heat smart #LikeABosch” marks the Bosch IoT star’s return to the screen
- ▶ IFA 2019: kicking off the season with the smart and connected EasyControl heating system
- ▶ Further Bosch highlights at IFA 2019: new solutions for the connected home and a mindful lifestyle

Stuttgart/Berlin, Germany – Heat smart #LikeABosch. This is the rallying cry with which Shawn, the mustachioed IoT star of Bosch’s successful worldwide image campaign, is making his comeback. Fittingly for the start of the heating season in many parts of the world, the supplier of technology and services is launching Shawn’s latest video triumph at the IFA consumer electronics show in Berlin. It shows the rapping IoT star returning from a trip to his home, nicely preheated thanks to Bosch connected solutions. In his famous hip-hop music video style, Shawn uses the EasyControl smart heating controller to set the temperature in individual rooms effortlessly via an app on his smartphone – all before he sets foot in the house.

### **Bosch at IFA 2019: smart connectivity for a mindful lifestyle**

What makes the connected technology special is that it uses presence detection to automatically preheat the home as soon as the occupant gets close. The EasyControl smart controller, combined with an app, also offers convenient control of individual rooms and makes it easy to adjust the heating from anywhere in the world.

In addition to EasyControl, Bosch will be presenting numerous other connected solutions for the home at this year’s IFA. They include the next-generation Twinguard smoke alarm, which can now be controlled via the Bosch Smart Home app. If the alarm goes off, a message is immediately sent to the smartphone. In addition, Bosch will be presenting innovations for avoiding food waste and for a mindful lifestyle. These range from kitchen helpers equipped with artificial

intelligence to smart, easy-to-operate washing machines and tumble dryers and the first pollen filter for Bosch extractor hoods.

### **Viral IoT success follows real success in the market**

As a leading IoT company, Bosch wants the continuation of #LikeABosch to tie in to the success of the campaign so far: the initial video, which was released in January 2019, has already been viewed over 40 million times online, putting it in the top ten most effective advertising spots on the web (virals) in 2019.

Bosch is constantly expanding its position as a leading IoT company: it sold 38 million web-enabled products in 2017. Today, 20 percent of its roughly 27,000 software developers focus exclusively on the IoT. Bosch expects the global IoT market to grow by 35 percent a year to reach an annual volume of 250 billion U.S. dollars by 2020. Those prospects have prompted the company to pursue ambitious goals, and it is now aiming to have internet connectivity in all its electronic devices by that time. Moreover, data-based services will be offered for each device, with artificial intelligence set to play a key role here.

You can find additional information on the #LikeABosch campaign at [iot.bosch.com](http://iot.bosch.com).

**Press photograph:** #2724780, #2724817, #2724818, #2724819, #2724820

### **Bosch at IFA 2019**

- PRESS CONFERENCE: Wednesday, September 4, 2019, 12 noon at the Bosch booth in hall 3.1 (101)
- BOOTH: Friday to Wednesday, September 6–11, 2019 in hall 3.1, booth 101
- FOLLOW the Bosch IFA 2019 highlights on Twitter: #IFA2019

IFA opening times: September 6–11, 2019, 10:00 a.m. – 6:00 p.m.

### **Contact person for press inquiries:**

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*The Bosch Group is a leading global supplier of technology and services. It employs roughly 410,000 associates worldwide (as of December 31, 2018). The company generated sales of 78.5 billion euros in 2018. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is*

*“Invented for life.” The Bosch Group comprises Robert Bosch GmbH and its roughly 460 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch’s global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company’s future growth is its innovative strength. At nearly 130 locations across the globe, Bosch employs some 68,700 associates in research and development.*

*The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.*

*Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), [www.twitter.com/BoschPress](https://twitter.com/BoschPress).*



## **Reliable solutions from a single source: for a secure life and an optimal living environment.**

### **The Bosch Smart Home Highlights at IFA 2019**

04. September 2019

PI 11004 HOME CT

Enjoy tomorrow's lifestyle today – with smart solutions from Bosch Smart Home. Soon comprising over fifteen products and countless features, the Bosch Smart Home System makes daily life easier in unique ways. The Bosch Smart Home portfolio has been further expanded this year to include innovative product innovations, intelligent feature updates and new functions: for example, the underfloor heating room thermostat, the integration of Google Voice Control, and the system integration of the Twinguard smoke detector with air quality sensor. The Bosch Smart Home System thus offers even more security and greater convenience than before.

### **The innovations at a glance:**

#### **Room thermostat underfloor heating**

- ▶ Simply operate underfloor heating directly on the device, via smartphone, automation or voice control.
- ▶ Heat more efficiently: flexible schedules and automation ensure that energy consumption is tailored to individualized demands.

#### **Google Voice Control**

- ▶ Greater flexibility: control the components of the Bosch Smart Home System via voice command.
- ▶ More possibilities: scenarios can also be activated via Google Voice Control.

#### **Twinguard smoke detector integration**

- ▶ More security: complete system integration for comprehensive alarming in the event of fire or burglary.
- ▶ Healthier living: continually measure air quality, temperature and relative humidity.

**Room thermostat underfloor heating: easy operation of underfloor heating from anywhere at the touch of a fingertip.**

Underfloor heating ensures even heat distribution, promotes a better indoor climate and also saves energy. All wired, water-carrying, underfloor heating systems can now be controlled conveniently and easily by the Bosch Smart Home room thermostat for underfloor heating systems: at home via the device's rotating ring, intuitively by voice command or via smartphone when the user is away from home. The system connects quickly and easily to an existing flush-mounted wiring system so the heating cycles in all rooms can be individually tailored to meet the needs of the residents and to suit the different uses of the various rooms. Fully integrated into the Bosch Smart Home System, houses can now be heated even more efficiently and economically than ever. A battery-operated version of the room thermostat for simpler room control, especially of the radiator thermostats, is scheduled to be launched in 2020. The prototype will be displayed for the first time at this year's IFA.

**You can download further press material [here](#).**

**Integration of Google Voice Control: flexibly control Bosch Smart Home functions via voice command.**

In addition to control via the Alexa language assistant from Amazon, the operation of the Bosch Smart Home System is also adapted to meet the customer's needs through integration of Google Voice Control. Voice control via Google Assistant offers even more flexibility in operation, along with the already existing control options (App, Universal Switch, Flex, Twist, and Amazon Alexa). For example, individual components and scenarios in the Bosch Smart Home System can be specifically controlled via Google Voice Control. For example, if the living room is too warm, the temperature can be controlled by calling out simple commands such as: "Hey Google, make it a little cooler in the living room" or, even simpler, "Hey Google, make it warmer [sic! cooler]". Customers with an Android smartphone needn't do anything more because the Google Assistant app is already pre-installed. iOS users can download the app free of charge from the App Store.

**You can download further press material [here](#).**

**Twinguard smoke detector integration: for even more possibilities and greater safety in the system.**

The Twinguard smoke detector with air quality sensor is fully integrated into the Bosch Smart Home System, thus significantly increasing safety and functions. In the event of fire or burglary, all smoke detectors and all Twinguards automatically transmit the alarm in the same system. This ensures that all residents of a house are alerted, regardless of where they are in the house or apartment. Furthermore, the alarm is forwarded to the smartphone, where it notifies the user via push message. If the user is not at home, all connected Bosch Smart Home indoor and outdoor cameras are also activated and live images are transmitted directly to the smartphone. With the continuous monitoring of indoor climate and air quality, all measurement data recorded by the Twinguard can now also be clearly displayed in the Bosch Smart Home App – one more reason to relax and take a deep breath.

**You can download further press material [here](#).**

See for yourself and visit us at our Bosch Smart Home booth in Bosch Hall 3.1, Stand No. 101.

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*Robert Bosch Smart Home GmbH was founded as a wholly-owned subsidiary of Robert Bosch GmbH. Based in Stuttgart-Vaihingen, the company offers intelligent solutions for retail customers who desire a networked home from a single source. Bosch Smart Home simplifies home living by unobtrusively controlling routine activities in the background. It offers greater comfort, convenience, security and energy efficiency.*

More information is available at [www.bosch-smarthome.com](http://www.bosch-smarthome.com).

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*innovative and inspiring products and services, Bosch improves the quality of people's lives around the world.*

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## The Bosch Smart Home room thermostat underfloor heating

04. September 2019

PI 11005 HOME CT

Easily operate underfloor heating from anywhere at the touch of a fingertip.

- ▶ **Utmost convenience:** extremely simple operation for wired, water-bearing, underfloor heating systems
- ▶ **Maximum freedom:** convenient control either directly on the device, via smartphone or voice command
- ▶ **More efficient heating:** flexible schedules and automation ensure that energy consumption is tailored to individualized demands
- ▶ **Healthier living:** continuous measurement and display of atmospheric humidity
- ▶ **Smart in the system:** fully integrable in smart scenarios for convenient heating and intelligent energy saving
- ▶ **Adapts to every home's design:** the control unit can be used in many switch frames from brand-name manufacturers

Stuttgart/Berlin – Underfloor heating ensures even heat distribution, promotes a better indoor climate and also saves energy. All wired, water-carrying, underfloor heating systems can now be conveniently and easily controlled and the heating cycles can be set for each room individually by the Bosch Smart Home room thermostat for underfloor heating systems – directly on the device, intuitively by voice command or via smartphone when the user is away from home. This means that heat is provided only when it is really needed. Unlike conventional devices: if no one is home and the residents have forgotten to switch off the heat, they can turn off the heat conveniently, easily and remotely via smartphone. If residents are on their way home, they can preset the desired room temperature simply by tapping a fingertip against the smartphone – for a warm welcome in their own four walls.

## Underfloor heating 2.0 – convenient and efficient heating

Whether via smartphone when the user is away from home, directly on the device when the user is at home or by calling out a voice command: not only can the temperature of wired, water-carrying, underfloor heating systems be regulat-

ed conveniently and easily, but individual heating cycles and flexible schedules can also be preset and stored for each room by the Bosch Smart Home Room Thermostat underfloor heating. Infrequently used rooms can be heated less than rooms in which residents spend more time, e.g. the living room. Built-in sensors in the room thermostat measure temperature and relative humidity with room-by-room accuracy – for even more efficient and energy-saving heating. Room thermostats, underfloor heating, central heating and other Bosch Smart Home devices integrated in the Bosch Smart Home System automatically communicate with each other: there's no unnecessary heating because warmth is provided only when and where it's really needed.

### **Simple operation – directly on the device or via smartphone from outside the home**

The underfloor heating room thermostat from Bosch Smart Home offers maximum ease of use. The room temperature and all settings can be controlled easily and intuitively via the rotatable ring with integrated pushbutton. Alternatively, underfloor heating can also be conveniently operated with a smartphone via the Bosch Smart Home App. This offers many options for integration into diverse scenarios. For example, the room temperature can be conveniently cooled from 21°C to 19°C via the augmented “Leave House” scenario. In addition, with the help of a Bosch Smart Home universal switch, the preferred settings for underfloor heating can be controlled by simple hand movements: for example, a brief press triggers a two-hour heating pause. If the resident is planning to be out of the house for a longer interval, a long press activates the “Eco Mode” – perfect for achieving additional energy savings. If users forget to switch off the underfloor heating system, they can do it conveniently and remotely via smartphone. If a user has both hands full, the room thermostat underfloor heating can also be conveniently controlled via voice command with Amazon Alexa. All it takes is a simple voice command: “Alexa, set the room temperature to 22°C!”

### **Always in view thanks to coordinated design**

Various items of information are clearly represented by clearly understandable icons on the large display of the underfloor heating room thermostat – even in the dark thanks to white background lighting. In addition to displaying the current or desired temperature, the humidity and the room setting (Manual / Automatic / Off) can also be shown. All important information can thus be read at a glance, even when quickly walking past the unit.

Thanks to the simple click system of the control unit and the easy connection to an existing flush-mounted wiring system, very little installation effort is needed to connect the room thermostat underfloor heating, which is available as either a 230 V or 24 V variant. Compatible with many switch frames from brand-name

manufacturers, the room thermostat adapts to the desired and already existing home décor.

## Availabilities & recommended prices

### Availabilities

- ▶ Bosch Smart Home room thermostat floor heating 230 V and 24 V: July 2019 in Germany and Austria

### Recommended retail prices (incl. 19 % VAT)

Bosch Smart Home room thermostat floor heating 230 V: €109.95

Bosch Smart Home room thermostat floor heating 24 V: €119.95

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## **Bosch Smart Home Twinguard – now even more secure in the system**

The most important update for smart fire protection

04. September 2019

PI 11006 HOME CT

### **The new product advantages at a glance:**

- ▶ The Twinguard is now integrated into the Bosch Smart Home System
- ▶ Alarm transmission to all networked Twinguards and smoke alarm devices
- ▶ Activation of all cameras in case of fire, including push notification with live video
- ▶ Now also serves as an alarm siren in case of burglary
- ▶ More options through integration in scenarios and automations

Stuttgart/Berlin - The Twinguard smoke detector with air quality sensor can now be fully integrated into the Bosch Smart Home System and controlled via the Bosch Smart Home App. This means that the Twinguard smoke detectors can be networked via the Smart Home Controller. System integration of the Twinguard takes place automatically when the Bosch Smart Home App is updated. It is available for both Android and iOS.

### **Professional fire protection 2.0**

In the event of a fire, the automatic alarm transmission occurs as before, not solely via all Twinguard devices, but also via all smoke detectors in the same network. In an emergency, all residents in the house or apartment are alerted and all available emergency lights are switched on to illuminate escape routes. The alarm is automatically forwarded to the smartphone and notifies the user via push message. Furthermore, all connected Bosch Smart Home indoor and outdoor cameras are activated and live images are transmitted directly to the smartphone. This allows the alarm to be verified visually when the user is not at home, and the police or fire brigade can be alerted in an emergency.

An integral part of smart homes since the fall of 2017, the Twinguard smoke detector with air quality sensor maximizes safety and security. Bosch relies on tried-and-tested Dual-Ray technology for extremely reliable smoke detection. Previously deployed only in professional environments, this technology is now also available in the consumer sector. Technically, LEDs with various light

wavelengths reliably detect smoke particles of different sizes. Dual-Ray technology is extremely robust against disturbances and ensures that the number of false alarms is reduced to a minimum. The user can also opt to be alerted by a quieter acoustic signal as a pre-alarm – even before smoke emissions become dangerous. The Twinguard is a fully certified smoke detector and meets all requirements of DIN EN 14604.

### **Additional burglary protection after alarm transmission**

Now that it can be connected to other Bosch Smart Home devices (such as door/window contacts or motion detectors), the Twinguard offers greater security than ever before – even in the event of a break-in. For example, networked Twinguards and smoke detectors jointly trigger several loud sirens to deter intruders in the event of unwanted intrusion. Intruders are thus forced to flee at an early stage.

### **Even more possibilities in the system**

Integration into the Bosch Smart Home System also opens up a variety of new options for automation and scenarios. For example, if strong sunshine causes the apartment or house to become too warm, the electrically powered shutters integrated into the system can be lowered by an integrated automation – thus protecting the home against overheating.

### **Doubly protected – smoke detector with air quality sensor**

One more reason to relax and breathe deeply: the Twinguard continuously monitors the indoor climate and the air quality inside the home. Its additional air quality sensor makes it a useful helper in daily life. Three relevant parameters are monitored: temperature, relative humidity and air purity. To determine air purity, the Twinguard measures volatile organic compounds (VOCs) such as evaporated cleaning agents or vapours from furniture.

The Twinguard App stores optimum and limit values of the most important air quality parameters. These values are individually specified for each room and are based on recommendations from relevant studies. The user sees immediately when the air quality is no longer in the optimum range and is notified, if desired. Fully integrated into the Bosch Smart Home System, measurement data on air quality can now also be clearly displayed in the Smart Home App.

## Recommended retail prices

Bosch Smart Home Twinguard smoke detector with air quality sensor: €149.95

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