

Ten Years of Bosch Smart Home

From pioneer to award-winning future solution for a secure and comfortable home.

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- ▶ From start-up to one of the leading manufacturers of smart home solutions
- ▶ Key milestones: numerous innovations with a clear focus on simplicity, reliability, data protection and security
- ▶ An open system that grows along with its users: continual debuts of new functions and intelligent services for an even more flexible and future-proof solution
- ▶ Consistent focus on customer needs: everyday convenience for better quality of life

Stuttgart – Bosch Smart Home has been setting standards for connected, secure and comfortable living for the past ten years. What began as a vision has now become an integral part of everyday life for many people – and a reliable aid that enhances their quality of life. Bosch Smart Home has evolved into a comprehensive smart home solution that intelligently connects devices, software and services. Always focused on customer needs, Bosch Smart Home provides greater security, energy efficiency and comfort within your own four walls.

From vision to reality: trust and security as a brand promise

The beginnings of Bosch Smart Home were distinguished by a pioneering spirit, a passion for innovation and a clear stance: “We don’t sell gadgets, we create quality of life.” True to Bosch’s claim “Technology for life,” the technology shows its value by making everyday life simpler, safer and more convenient. From the outset, a clear goal has always been paramount: to create a holistic and intuitive system that operates in the background, upholds the highest security standards and provides practical benefits for its users.

This consistent focus is paying off: products and solutions from Bosch Smart Home regularly earn top ratings in independent tests conducted by renowned institutes and trade publications, including awards such as “CHIP Top Smart

Home Provider 2025” and “COMPUTER BILD Top Brand in the Alarm Systems Sector 2025.”

From the very beginning, the team has drawn on comprehensive technological expertise within the Bosch Group – from sensors and electronics to software and security know-how. “When we founded Bosch Smart Home in 2016 with a clear vision and a small, highly motivated team, there were scarcely any established standards and only a handful of secure devices on the market, so we accepted the pioneering role and set new benchmarks with consistent protection of user data”, recalls Gabriel Wetzel, Managing Director of Bosch Smart Home. Bosch Smart Home sent a strong signal with its introduction of an indoor camera with a retractable camera head – a frequently awarded innovation and a visible commitment to “Privacy by design”.

Milestones of a success story: a holistic system rather than a standalone solution

From the outset, the ambition was to create an open ecosystem tailored to meet the needs of its users. “We developed a comprehensive, user-friendly and perfectly coordinated smart home system that motivates us anew every day”, says Wetzel. A key milestone in this development was the creation of the solution’s own smart home controller. As the heart of the system, it coordinates the reliable interaction among all devices and functions within the system, thus ensuring that automations, security features and services all work together stably and seamlessly. At the same time, it guarantees that all sensitive data remain securely in your own home – a crucial factor to provide users with data protection and data sovereignty.

Step by step, the portfolio has been expanded – from radiator thermostats and smoke detectors to door/window contacts, cameras, and controllers for lights and shutters. The system is further augmented by functions such as an integrated alarm system and smart automations.

The next developmental step followed with the opening of the system to partners such as Philips Hue, Amazon Alexa and Apple HomeKit: maximum flexibility based on the principle “Works for you”.

Now Bosch Smart Home is also actively driving “Matter” as a cross-manufacturer standard. The Smart Home Controller II acts as a Matter bridge and seamlessly integrates Bosch devices into a universal, cross-brand network. “A secure system in an open universe – Bosch connects worlds”, Wetzel affirms.

Another milestone is the [+M] product line, which has been available since 2024. These devices are designed to function both within the Bosch Smart Home system and within the cross-manufacturer Matter ecosystem. This gives Bosch

Smart Home a unique combination of seamless system integration and open platform compatibility, thus creating additional future-proofing for users.

The Bosch Smart Home alarm system began raising security to an even higher level in 2025 with the premiere of the optional Security+ service, which expands the Bosch Smart Home system with a professional 24/7 emergency call centre staffed by security experts. If users do not respond to an alarm, emergency contacts are notified; if necessary, the police and fire department are contacted. Smart camera functions with audio analysis detect sounds such as breaking glass or smoke alarms, and the expanded cloud storage saves more video clips for longer periods.

Looking ahead: consistently user-centric innovation

Bosch Smart Home looks back on ten years of innovation – and simultaneously looks toward the future. Topics such as energy efficiency, sustainability, connectivity and security continue to gain importance. The next developmental step lies in further simplifying the smart home with self-learning systems, artificial intelligence and personalized processes.

Bosch Smart Home pursues the goal of a self-regulating home that recognizes routines, anticipates needs and operates in the background to reliably ensure security and comfort. Under the guiding principle “True Peace of Mind”, a home is created that operates fully automatically in the background and without requiring any user intervention. Gabriel Wetzel, CEO of Bosch Smart Home, sums up this goal: “It’s not a utopia; it’s our promise.”

To celebrate its tenth anniversary, Bosch Smart Home is offering from April 2026 until year’s end a variety of special promotions, both in stores and in its own online shop, under the motto “When four walls become your home”.

Press photos and infocharts are available on the Bosch Media Service at www.bosch-presse.de.

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Robert Bosch Smart Home GmbH was incorporated as a fully owned subsidiary of Robert Bosch GmbH. Headquartered in Stuttgart-Vaihingen, the company offers complete, intelligent consumer solutions for networked homes.

Bosch Smart Home simplifies home life by controlling routine tasks in the background. It offers greater comfort, security and energy efficiency.

More information is available at www.bosch-smarthome.com

The Bosch Group is a leading global supplier of technology and services. It employs roughly 412,000 associates worldwide (as of December 31, 2025). According to preliminary figures, the company generated sales of 91 billion euros in 2025. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 490 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. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 82,000 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-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a limited liability company with a charitable purpose. The remaining shares are held by Robert Bosch GmbH and by a company owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG. It is entrusted with the task of safeguarding the company's long-term existence and in particular its financial independence – in line with the mission handed down in the will of the company's founder, Robert Bosch.

Additional information is available online at www.bosch-press.com, www.bosch.com.