



CROWNSTONE

## Crownstone micro-geofences Smart Homes in the US

Rotterdam, January 2019 - The smart home startup *Crownstone* proudly presents a new generation of built-in smart switches on the famous CES 2019 fair in Las Vegas. This product is revolutionary, even for a smart home: it contains room-level accurate positioning to inform your lights, devices, and music of your presence. No need to fiddle around with your smartphone: Crownstone's artificial intelligence will turn on the lights for you automatically!

Technology transforms the way we all live! Smart speaker users pass the 50 million in the US in 2018. However, there is a problem with this type of technology. People can use their voice to control lights and appliances, but this is all still **manual**. It would be truly smart to have our homes react **automatically**!

Crownstone equips light switches and power outlets with a smart switch that operates on information about the user's presence. Truly smart homes have to be **responsive** to people. Crownstone's artificial intelligence builds on top of indoor positioning making use of Bluetooth Low Energy signals emitted by smartphones and wearables.

"You never need to enter a dark or cold room again!" explains Anne van Rossum, CEO and founder of Crownstone. "Even music can automatically start playing in the the kitchen if you start cooking!". The algorithms on the Crownstone devices pinpoint the position of a smartphone and knows if the person carrying the device is in the living room, in the kitchen, or in the garage!

There are many benefits to this type of highly accurate **micro-geofencing** technology. On leaving the house, an appliances can be switched off to save on energy. On going to bed, all the other lights in the house can be switched off. If an electric kettle doesn't turn off, a Crownstone can detect this and switch it off instead. When in the bedroom, the lights can operate as a wake-up light. All you have to do is just to be present and let Crownstones do the work!

Crownstone is selected as one of the 50 highly potential startups from The Netherlands at the Holland Startup Pavilion at CES 2019 in the Eureka Park, booth 51726. If you want to see this brand new and almost magic technology in action, visit us!

### About Crownstone

Crownstone is the manufacturer of (patented) BLE plugs and electrical switches that combine indoor localization with automation. Crownstone's mission is to build technology that brings comfort to our homes and saves us our precious time. A smart home is a home that understands our needs, that never leaves us in the cold, that welcomes us with the lights turned on. Crownstone technology is open-source and allows products from multiple manufacturers to be aware of your presence, be it smart speakers, smart thermostats, or smart locks. For more information, please visit <https://www.crownstone.rocks>.