

## **Flemings confident about leaving their homes behind during vacation, but wish to keep an eye on the house remotely**

### **Increasing interest in electronic camera surveillance for extra 'peace of mind' while travelling**

**Antwerp, 1 July 2008 - Despite reports about the increasing number of burglaries, on the eve of the summer vacation season Flemings are still leaving on holiday with confidence. Only 12% say they don't like leaving their home behind unattended. Neighbours remain the ideal party for keeping an eye on things, although 35% of the interviewees are also interested in electronic camera surveillance via the internet as additional protection to give them extra reassurance while travelling.**

*Those are some of the results of a study conducted by InSitesConsulting and commissioned by fifthplay, a Belgian company offering services for the 'smart residence'. As the vacation period begins, fifthplay is announcing the results concerning the feeling of (in)security that the Flemings have when they leave their homes behind unattended. The study was carried out in May-June 2008 among a representative sample of 2,035 respondents.*

Flemings are not afraid to leave their houses behind unattended when they go on holiday. Around three-fourths of the respondents (74%) feel confident about leaving the residence unoccupied for several weeks. Only one in ten interviewees (10%) feels somewhat uncomfortable with this, and scarcely 2% indicate that they feel serious concern.

17% of the Flemings interviewed have, while away on vacation, already been confronted at least once with a situation of insecurity occurring in or around the residence, with burglary (7%), damage of the residence due to weather elements such as storms or flooding (5%) and vandalism (4%) being mentioned most frequently. To the question of whether concern about home security causes one to go on shorter trips, 72% respond that this does not enter into their calculations. Around one-tenth (9%) of the interviewed Flemings say that they actually do go on briefer holidays in order not to leave the house unattended for too long.

The Flemings generally take the conventional measures to protect the home when they go travelling. Neighbours and family pick up the mail and check the house (79%) or keep an eye on it from outside (69%), the police are informed of the absence (29%) and the house is provided with extra locks (22%). Around 1 in 5 uses automatic light timers (22%) and 13% have an alarm system.

#### **Electronic security for extra confidence**

Along with the traditional security measures, the Flemings are also increasingly open for electronic measures which provide extra tranquillity about the security of the home when one isn't there. 35% of the interviewees indicate that they are interested in having a camera system which would allow them from the vacation address to look at their own residence whenever they wished. Within this group, three-fourths of the respondents would like to keep an eye on the front door (74%) or zoom in on the back door (62%), living areas (55%),

specific valuable objects (44%), garden (31%) or bedroom (14%). One in four would also use such an application to look at the pets which were left behind (24%) or to remain in contact with family members who need assistance (24%).

When asked what method they would like to use to look at these images, the internet-linked computer or laptop at the vacation address (54%) and the mobile phone with internet connection (51%) appear to be the most popular. At the same time, the Flemings naturally also want to enjoy their vacations to the fullest and not spend too much time dealing with the house back home. 25% of those interviewed therefore find it ideal to receive an SMS once a day at the same time with the message that the camera-monitored residence is 'safe'. 17% of the respondents would like to receive such a message several times a day. If movement is detected within the residence and thus there is a chance that the house is not 'safe', one also wishes to be notified of this via SMS or e-mail at that very moment.

"We want to make people aware that they can also keep an eye on their residence even during their vacation or when they are absent, and can automatically get a notification whenever movement is detected. This can currently be done without difficulty. The government is also doing its part here, by making expenditures to protect private houses tax-deductible," notes Kris Van Daele, Chief Commercial Officer of fifthplay.

#### **Special summer action 'home monitor' for camera surveillance and movement detection in the residence**

During the vacation months of July and August, fifthplay is launching a special summer action focusing on the 'home monitor', a security system with professional camera surveillance which enables you, via the internet and from any location, to see what is going on in and around your residence.

Because the vacation is the ideal period for monitoring the residence while being away, one receives a discount of 150€ on the initial purchase price of 499€. And the 'home monitor' package includes a 12-month subscription free of charge, so one acquires peace of mind for a whole year for only 349€.

The 'home monitor' package consists of a wireless IP camera, a 'residential gateway' and an annual subscription for fifthplay's "home safety" services. The camera images can be viewed at all times via the internet with any device equipped with a web browser, such as a computer or smart phone. A movement detection system issues a warning by e-mail or SMS whenever movement has been detected; photos of these video images are saved. Up to 9 indoor and outdoor cameras can be connected to the home monitor. The home monitor can be installed in 10 minutes via a simple plug & play installation. For more information: [www.homemonitor.be](http://www.homemonitor.be)

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#### **About fifthplay**

fifthplay is a high-tech company and subsidiary of the Belgian Niko Group. fifthplay offers products and services for creating 'smart houses'. For this purpose the company has developed an internet-based service platform that offers partners the possibility of delivering comfort services directly to the 'smart' residence of the consumer. Any time, any place and via any device having a web browser. fifthplay focuses on 5 areas: *safety, household management, wellness & health, energy management* and *home automation*. fifthplay is today active in the Benelux, has recently also opened offices in London and in the United States, and is preparing establishments in Germany, France and Scandinavia for the development of foreign projects. For more information: [www.fifthplay.com](http://www.fifthplay.com)