

Now anyone can have professional camera surveillance over the internet

Keep an eye on your home - wherever you are

Antwerp, 6 March 2008 – fifthplay makes tomorrow’s home happen today. Today, the Flemish high-tech player and subsidiary of the Niko Group launches its service platform enabling “smart homes” to access a variety of services via broadband internet. To do this, fifthplay literally takes the internet out of the PC and marries it to applications all over the home.

To provide comfort services in and around the home via internet. Any time, anywhere, and for any device running an internet browser. That is fifthplay’s mission.

In that context fifthplay is focusing on five areas: *safety, household management, wellness & health, energy management and home automation*. The consumer attaches particular importance to these services in and around the home, and they are also perfectly matched to modern ways of thinking: “Society is changing fast. The conventional main phases of life (marriage, house, children, retirement) are giving way to alternative lifestyles that are turning the traditional age categories upside-down. Modern man is looking for ways of escaping the limitations of space, time and everyday hassle. We are all very busy, often too busy. We have too little time for our children, our parents or the household chores, and that leads to a feeling of a loss of togetherness and solidarity. It’s precisely because we are at home so little that we are trying to take part from a distance in everything that is done and happens at home”, comments Marc Aelbrecht, fifthplay CEO.

At the same time, the ageing of our society means that people are living longer in their homes. The home must therefore be able to respond appropriately to all situations in the great cycle of life. Independence plays a dominant role here, but without compromising the feeling of security. We want to know and tell people that all’s well at all times. “Peace of mind” is therefore an essential concept here.

fifthplay is therefore moving in step with these societal changes. To do this, fifthplay literally takes the internet out of the PC and is laying various foundations to create a “smart home”, custom made for the householder, whatever his age bracket.

Home Monitor

fifthplay’s first application is Home Monitor, a protection system with professional camera surveillance that shows you over the internet, from anywhere, what is happening around a house, business or holiday home. It works using any device running an internet browser, such as a computer or smartphone. A movement detector system alerts the householder by e-mail or SMS in the event of movement on the premises.

The Home Monitor package comprises a wireless IP camera, a “residential gateway” and an annual subscription to fifthplay’s home-security services. Installation takes barely 10 minutes. After installation and activating the personal access code and password, the consumer can see, over the internet, what is going on in and around the house, holiday home or business. And this can be done from anywhere, using any device running an internet browser – PC, TV, PDA, smartphone or touch screen optimised for internet. And it all works live and in colour. A movement-detection system alerts an absent householder by e-mail or SMS when movement is detected on the premises, and photos and video images are then stored. Home Monitor can connect up to nine cameras, available in a variety of models: indoor or outdoor, remote controllable, infrared...”, explains Kris van Daele, fifthplay CCO.

Peace of mind thanks to camera surveillance

The application can also monitor occupants of the house, such as elderly people or children. If anything happens to children or elderly people at home alone, they can press a “panic button” that can

be fitted anywhere in the house. This enables anyone in the house to send a direct alert signal. An SMS or e-mail is then sent to the subscriber, who can immediately check on the situation, telephone or go to the house.

Home Monitor, fifthplay's first application, also offers access to the fifthplay services platform, which in turn hosts all the other services. Home Monitor can be installed in barely 10 minutes thanks to a simple plug & play system. No prior computing knowledge is required. Home Monitor costs € 499 (VAT included) and will be distributed by top electronics dealers.

Tech Data distributes the fifthplay Home Monitor

fifthplay has signed a distribution agreement with Tech Data for Home Monitor. "fifthplay has decided not to develop its own logistics department, and to leave this task entirely in the hands of Tech Data. By avoiding investing in a logistics structure, we can concentrate on our "go-to-market" strategy and retailer support. Moreover, for Tech Data, fifthplay is an interesting springboard into the domestic services market", says Kris van Daele, fifthplay CCO.

"In recent years, Tech Data has adapted and expanded its Trendy Lifestyle offerings, while continuing to look for added value and a future-oriented product range. Given fifthplay's latest strategic development and Tech Data's ambitions in the Trendy lifestyle sector, this exclusive contract with fifthplay was a logical step. By combining fifthplay's products and services and the full range of Tech Data offerings, we are preparing the retailer for tomorrow," concludes Jurgen De Biscop, Business Unit Manager at Tech Data.

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About fifthplay

fifthplay is a fast-growing high-tech business, founded by a number of key players on the Belgian IT scene. fifthplay is a subsidiary of the Niko Group and currently has a staff of 20. fifthplay has developed an internet-based platform enabling partners to deliver home comfort services right into the consumer's "smart home", any time and from anywhere, using any device running an internet browser. fifthplay focuses on five areas in this field: *security, household management, wellness & health, energy management and home automation*. fifthplay is currently active in Benelux, has recently opened offices in London and the United States, and is preparing to set up in Germany, France and Scandinavia with a view to developing projects abroad. www.fifthplay.com