

fifthplay takes the internet out of the PC and launches an e-services platform for the “smart home”

- **“Smart home”**: key to a new internet-based earnings model
- **Flemish innovator goes international on the strength of its new e-business model**

Antwerp, January 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. The exponential growth of broadband internet in Belgian households has actually created a new platform that enables – besides conventional information exchange – new products and services – known as e-services – to be incorporated into the home.

fifthplay is riding this trend, developing a service platform based on open internet standards, allowing services to be delivered right into the consumer’s “smart home”. To do this, fifthplay literally takes the internet out of the PC and marries it to applications in the kitchen, living room, bedroom, bathroom, etc.

“The concept focuses on comfort, user-friendliness and connectivity. As a service aggregator, fifthplay regards technology not as an end in itself, but rather as a means of offering the consumer a better quality of life. Our e-services platform enables many third parties – distributors, service providers or public services – to deliver a range of “smart” products and services, right into the home,” explains fifthplay CEO, Marc Aelbrecht.

A shopping mall of services

To develop this “shopping mall of services”, fifthplay focuses 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. At the same time, our ageing 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, customised services and “peace of mind” are essential concepts in this respect. fifthplay is literally laying the foundations to create a “smart home”, custom designed for the householder, whatever his age bracket,” comments Kris van Daele, fifthplay CCO.

As a Flemish innovator, fifthplay is offering a genuine world first with its e-services platform. Indeed, it offers the first internet services business model that works on the basis of open internet standards, and hence open to a broad range of partners. fifthplay’s partners benefit too: tying their services into the fifthplay platform gives the partners a new earnings model, based on charging for buying services, on top of the current charges paid for information or internet access.

fifthplay is a fast-growing high-tech business, founded by a number of key players on the Belgian IT scene, and currently has a staff of 20. fifthplay is a subsidiary of the Niko Group and – in early 2007 – acquired a majority shareholding in the Dutch business IRS Woongemak, which offers custom

services in the home. 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.

For further information, please contact:

MOCO
Marga Jorissen

Tel.: +32 476 69 55 09

E-mail: marga.jorissen@moco-online.be

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: 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