

fifthplay signs distribution contract with Tech Data

Home Monitor application for professional camera surveillance

Antwerp, 6 March 2008 – With Home Monitor, fifthplay launches its first specific set of services: a residential gateway and a wireless IP camera show you, over the internet using any device, what is going on in and around your home, business or holiday home. fifthplay has signed an agreement with Tech Data for distributing 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. 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, etc.

Keep an eye on your home – wherever you are

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 also offers access to the fifthplay services platform, which in turn hosts all the other services. The "Home Monitor" can be installed in a mere 10 minutes thanks to a simple plug & play system. No prior computing knowledge is required. The fifthplay Home Monitor costs €449 (excluding VAT) and is distributed by Tech Data.

Distribution via Tech Data

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

About Tech Data

Tech Data België bvba is part of the Tech Data Corporation (Nasdaq GS: TECD), founded in 1974, world-leading supplier of IT and logistics management products, and other value-added services. The company is listed in the Fortune 500 ranking (109th place) and its subsidiaries supply over 100 000 technology product retailers in over 100 countries. Tech Data's wide range of services includes technical assistance, financing solutions, configuration services and a full gamut of premium e-commerce solutions. Over the last fiscal year, to 31 January 2007, the company achieved a turnover of 21.4 billion dollars. www.techdata.be.