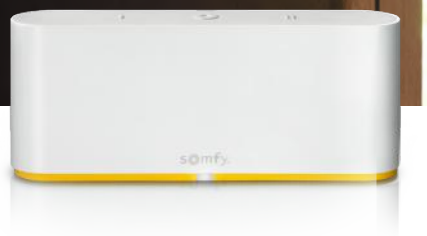
PRESS KIT

TaHoma® switch

Somfy announces the launch of TaHoma® switch

The first smart control to centralise and connect your home equipment



somfy®

TaHoma®, 10 years in the making

Renovating and improving their home throughout their lifetime, most users invest in different solutions from various brands in order to create their ideal place to live.

For 10 years, Somfy has been working to support these users and provide them with ever-greater connectivity, in order to offer them a simple, seamless experience.

With its TaHoma® solution, open to nearly 300 different types of products, Somfy offers one of the most comprehensive Smart Home ranges on the market, and is establishing itself as a key player in the digital transformation of the home. A technological transition that sometimes inspires fear but whose benefits — namely in terms of safety, comfort and energy savings - are recognized by all. With this in mind, Somfy wanted to simplify the user experience to provide as many people as possible with the benefits of connected solutions

Today, Somfy is innovating by launching TaHoma® switch, the smart control that centralises and controls home equipment in the touch of a button, savings user's time and bringing them peace of mind, with the full power of the Somfy ecosystem.

SOMMAIRE

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Consolidation of a growing market

The connected home is complex, with each player on the market being a specialist in their respective field and offering different technologies. To ring in a new era that improves the user experience, all home automation companies have understood that the days of proprietary protocols are over. Interoperability has become the key to getting smart home technology adopted by the masses.

Yet, for consumers, confusion still reigns in the current home automation marketplace, with offerings from the Big Tech giants, telecom players, pure players, DIY boxes and others.

> *"The smart home is the future, but not mine."*

Barriers to adoption

A survey carried out in consumer households by anthropologist Marie Stutzmann from Angle 9 found that although they have a positive opinion of the smart home, the majority believe that it is targeted to expert users. Respondents feel that smart home technology is primarily intended for users who own a wide range of equipment and are well at ease using connected products.

This study also highlights the need for a solution that makes everyday life easier for users, that adapts to their lifestyle and not the other way around.
It underscores centralising home devices as the primary need expressed to simplify consumers' day-to-day.

The Smart Home for ease of use

To address these findings, Somfy - faithful to its desire to popularise home automation — dreamt up TaHoma® switch, the 1st smart control to centralise and control connected home equipment. Thanks to its 2 scene launcher buttons, the box is no longer hidden in a closet but becomes a control in its own right, set up in a key location in the house (near the front door, for example).

It offers a more intuitive approach and enables a home that makes everyday life easier by taking our habits and routines into account. Concretely, users can save customised scenes on the 2 buttons to activate their equipment (for example, an "open all shutters" scene and a "close all shutters" scene to simplify their comings and goings).

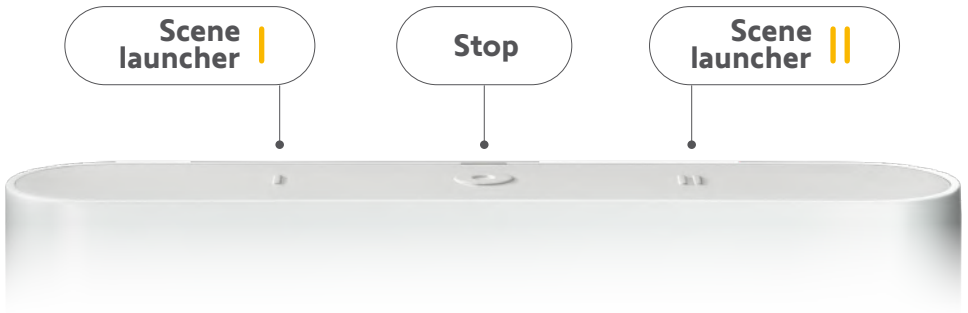
TaHoma® switch is thus perfect for users who feel that the Smart Home does not meet their needs. It offers benefits for everyone, even those who are equipped only with rolling shutters.

> *The value of a home automation box is barely perceptible, and it is only a gateway between the Internet and various devices. We wanted to enhance use of the product itself by transforming it into a smart control that centralises and connects home equipment.*

By offering an ultra-complete ecosystem, Somfy makes using new technologies as seamless and transparent as possible

After automating and connecting home doors, windows, accesses & security, Somfy has spent the past 10 years working to make its connected home ecosystem the most complete and most open on the market. To do this, it has not only teamed up with major heating and lighting brands, but also made its solutions compatible with the main industry protocols and voice assistants. Today, TaHoma® switch is establishing itself as the most complete solution on the market, enabling the next revolutions to come.

With TaHoma® switch, Somfy aims to offer consumers a solution that meets their current need for simplicity and ease of use, while ensuring them their system will be scalable over the years, to evolve with new requirements and emerging market trends.



A few key dates:

1969

SOMFY (Société d'Outillage et de Mécanique du Faucigny) develops the first tubular motor. Say goodbye to the crank handle and hello to electric rolling shutters and blinds.

1997

The RTS (Somfy Radio Technology) radio protocol enables the brand's shutters and blinds to be open and closed using a remote control.

2007

With Velux, Somfy enters the first home automation alliance and launches io-homecontrol, the wireless two-way radio protocol for homes.

2010

With TaHoma®, the first wireless box, home automation becomes simple and accessible.

2015

Connected, silent and with an eco-friendly design, the S&S0 RS 100, the latest generation of motors for rolling shutters, come onto the market.

2016

Somfy acquires MyFox and Opendoors, two leading names in smart objects to strengthen its security and access control range.

2018

Launch of the "So Open with Somfy" partnership programme: Somfy opens its ecosystem to major players in the smart home industry.

2019

Launch of the Somfy Air programme, a range of concrete solutions to improve indoor air quality at home.

2019

Launch of an indoor product ecosystem incorporating the Zigbee 3.0 protocol for the North American market.

2021

Launch of TaHoma® switch, the new smart control incorporating the Zigbee 3.0 protocol.

TaHoma® switch, the smart control that centralises and connects home equipment.

MSRP: €199 including VAT

TaHoma® switch offers one-touch control of all home equipment in a flash.

Get the best
from your home

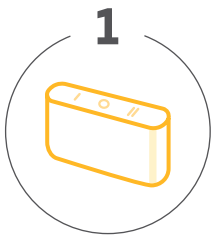
Installing shutters, blinds or motorised gates is the first step in making life at home more comfortable and convenient.

> *Adding control buttons to the box makes it more practical to use and highlights the benefits of centralisation.*
> *TaHoma® switch gives consumers access to a wide range of possibilities in a single touch.*

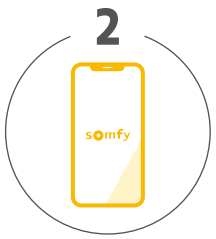
TaHoma® switch frees users of repetitive tasks and daily routines like opening or closing everything and adds new features to the home.

From the new TaHoma® mobile app, users can customise 2 of the 3 control buttons based on their daily habits; for example: ***"Leaving home"***: in just one touch, the box launches a scene that automatically brings down the rolling shutters and turns off the lights. And the other way around when you return, by pushing on ***"Coming home"***.

3 ways to control devices



With the smart control
Users can launch their daily routines in a single touch, for example “Leaving home” / “Coming home”.
Everything is fully customisable, and the buttons can be configured from inside the new TaHoma® application.



With the new TaHoma® application
Users can program and control their devices:

- **from home:** for example, they can launch the “privacy” scene, which brings down the rolling shutters, dims the lighting and starts playing their favourite playlist.
- **away from home:** for example, when out running errands, they can open the gate for a delivery person.
- **automatically:** they can also use “presence simulation”, making it appear that someone is at home even when they are out using a scene that turns lights on and off and opens and closes rolling shutters and blinds at specific times.

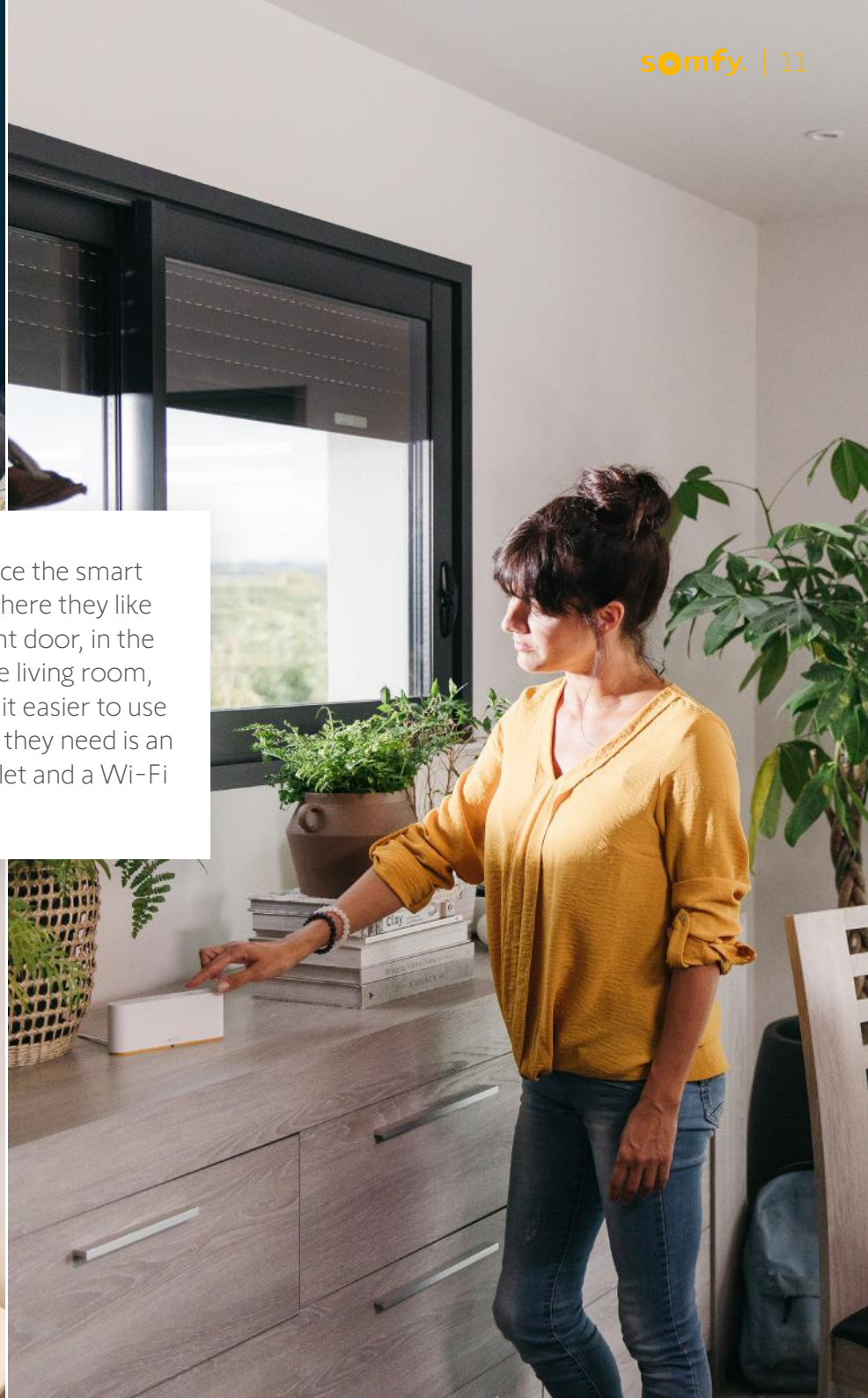
With a voice assistant
Very handy when their hands are full or from their car.

An ideal fit in any home

Styled by designers at Eliumstudio in Paris, the **Somfy TaHoma® switch** smart control blends in perfectly with any interior.

4 TAHOMA® SWITCH, THE SMART CONTROL

Users can place the smart control anywhere they like (near the front door, in the kitchen, in the living room, etc.), making it easier to use every day. All they need is an electrical outlet and a Wi-Fi connection.



A new app to control your home easily, from inside your house or on the road

Based on tests carried out with users, Somfy has redesigned the entire application interface to make managing equipment even more intuitive, with simpler creation and customization of scenes.

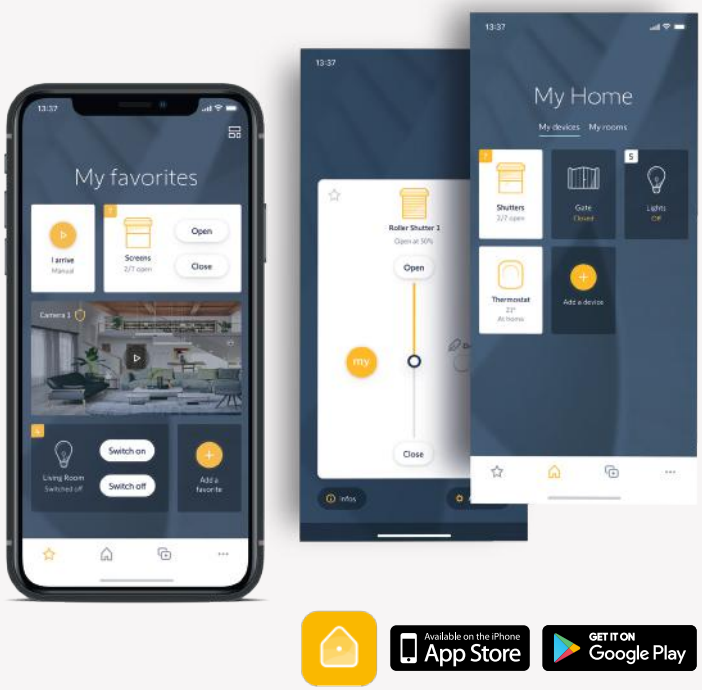
To manage equipment, product families will now be brought together under in a single icon, making centralisation extremely simple and intuitive. Users can control their devices individually or in groups, either from the app or automatically, at home or remotely.

Designed to easily create scenes and customise the two scene-launcher buttons, the new app also pairs existing devices or adds new ones in the blink of an eye.

To help them make the most of their TaHoma® switch users are offered various automatic smart scenes on the home page.

The new TaHoma® app also enables the use of programming functions that automatically trigger scenes:

- using sensors
- using a timer



Smart home control, anytime, anywhere

Simply and easily, users can get real-time status updates on their equipment (for example, “on” or “off”, “open” or “closed”), wherever they are.

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TaHoma®, a complete, scalable ecosystem

Interoperability of all equipment is at the heart of Somfy's connected device strategy, to offer consumers more freedom and simplicity in their everyday life. Interoperability meets users' changing needs in their home and lifestyle.

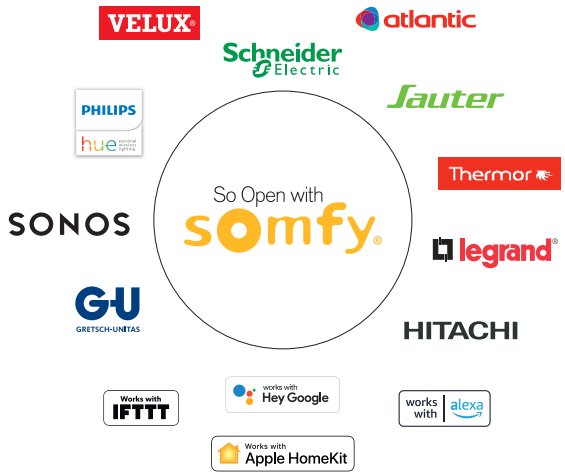
The Somfy TaHoma® ecosystem is enhanced with new compatibility every year thanks to the **So Open with Somfy** partnership program and the development of innovative solutions.

Compatible with **nearly 300 types of home products** (from Somfy and the biggest home equipment brands), Somfy TaHoma® switch enables a seamless connected home experience. It also allows users to control their home devices by voice with the addition of a voice assistant such as Amazon Alexa, Google Assistant or Siri (compatible with Apple HomeKit).

With greater comfort, security and energy efficiency by connecting blinds, rolling shutters, lights, doors, gates, windows, heating, cameras, alarm systems, curtains, pergolas, speakers and much more, users can take advantage of their home equipment at their own pace, based on their wants and needs.

Somfy TaHoma® switch is compatible with the Somfy RTS and io-homecontrol protocols, as well as with Zigbee 3.0, a world standard, namely in the field of connected lighting.

Zigbee 3.0: Industry analysts forecast that the Zigbee 3.0 protocol will be used in 3.8 billion (85%) of the 4.5 billion products to be marketed in 2023. Somfy is a pioneer by marketing the first Zigbee 3.0-certified control.



Compatibility may vary by geographical area. See the compatibility list and more details at **somfy.com**

5 THE VOICE CONTROL REVOLUTION

The advent of new voice control technologies has also led to new ways of using home equipment and appliances.

Voice assistants are becoming more popular every day, and their wide availability makes them a cornerstone of the connected home.

Ranking third among the most common user requests (after starting a playlist and checking the weather forecast), voice control of home equipment is on the rise.

TaHoma® switch offers native compatibility with the three main voice assistants on the market: **Amazon Alexa, Google Assistant** and **Apple HomeKit**

works with alexa

works with Hey Google

Works with Apple HomeKit

Security and personal data

Somfy takes all necessary precautions to protect its customers and guarantee the highest level of security.

Every day, Somfy works to ensure the security:

- **Of the products themselves** (to detect unauthorized removal or theft of security system devices).
- **Of the radio protocols** used to enable communication between devices.
- **Of the Somfy applications** used to control devices and protect data stored on servers (data backups, encryption of data stored and being transmitted).
- **Of our servers,** constantly monitored to detect hacking attempts and prevent intrusions into our systems.

Somfy upholds privacy, data protection and transparency towards its customers, with the aim of maintaining long-lasting, loyal, trusting relationships with all of its stakeholders. Somfy has always given great importance to our customers' and users' right to privacy and data protection. Strict compliance with the European General Data Protection Regulation (GDPR) is the Group's priority.

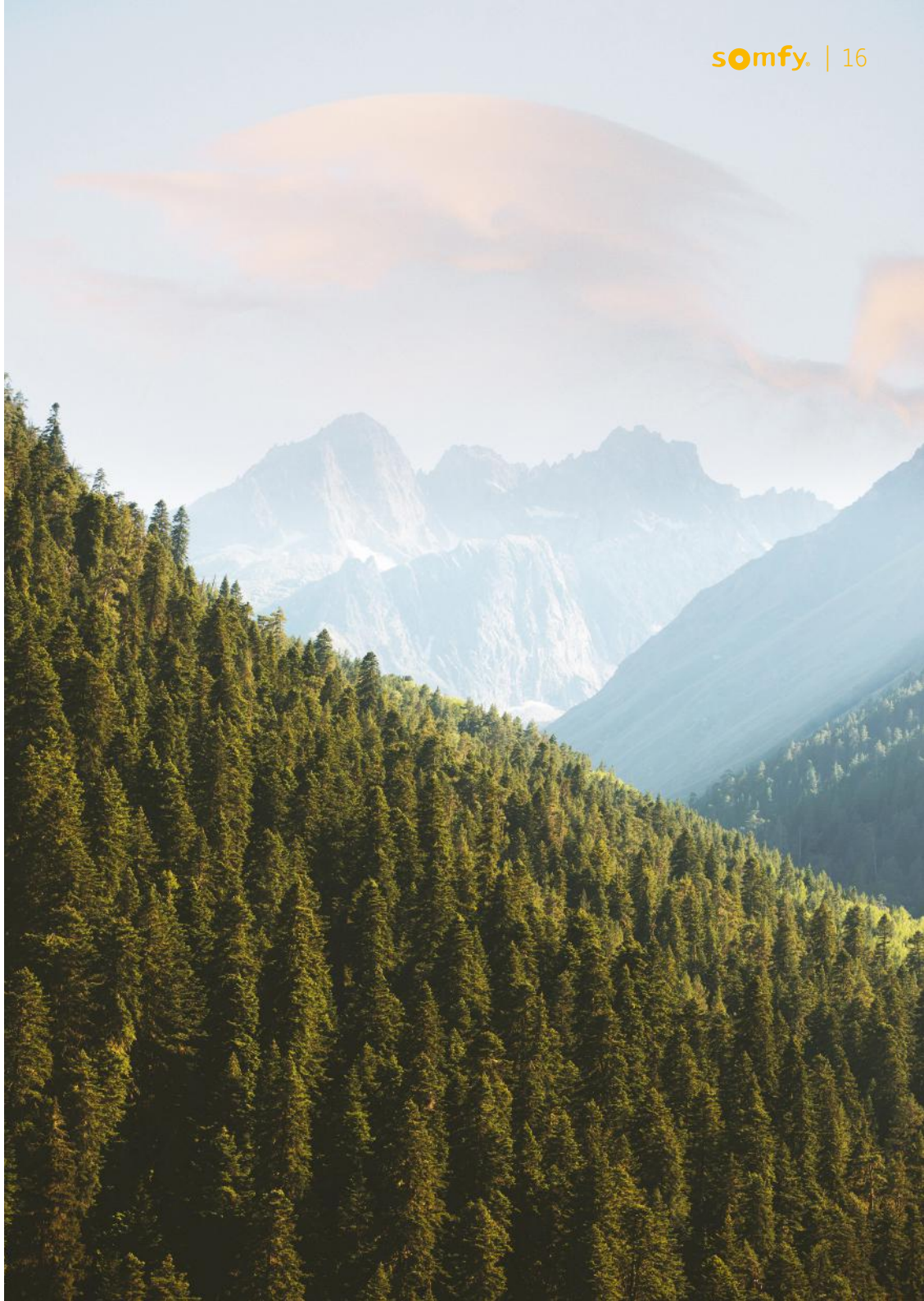
Even in countries outside the European Union that are not covered by this regulation and where Somfy offers related solutions, the Group strives to apply the highest applicable standards. User data is used exclusively for responsible purposes, to ensure the finest possible quality of service. It is never shared or transferred to other companies or partners without users' prior consent.

TaHoma® switch has been verified for UL's IoT Security Rating.
This Gold level Rating demonstrates that TaHoma® switch uses industry best practices and meets critical benchmarks or IoT cybersecurity. TaHoma® switch meets 9 cybersecurity requirements such as: secure updates and connections, as well as stored and transmitted data security and mobile app security maintenance.
UL is the global leader for safety and security testing, inspections and certifications.

ACT FOR GREEN

TaHoma® switch is part of Somfy's ACT FOR GREEN initiative, which guarantees high-quality products that meet eco-design standards.

The ACT FOR GREEN label aims to reduce the environmental impact of products throughout their life cycle, from the extraction of raw materials to manufacturing, transport and use, up to the end of the product's service.



About Somfy

Founded in 1969 in France, and now operating in 58 countries, Somfy is the world leader in the automatic control of openings and closures in homes and buildings.
A pioneer in connected home technology, Somfy is constantly innovating to guarantee its customers comfort, wellbeing and security and is committed to sustainable development practices.
For 50 years, Somfy has used automation to improve living environments and has striven to create reliable, sustainable solutions that promote the good life and wellness for everyone.

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