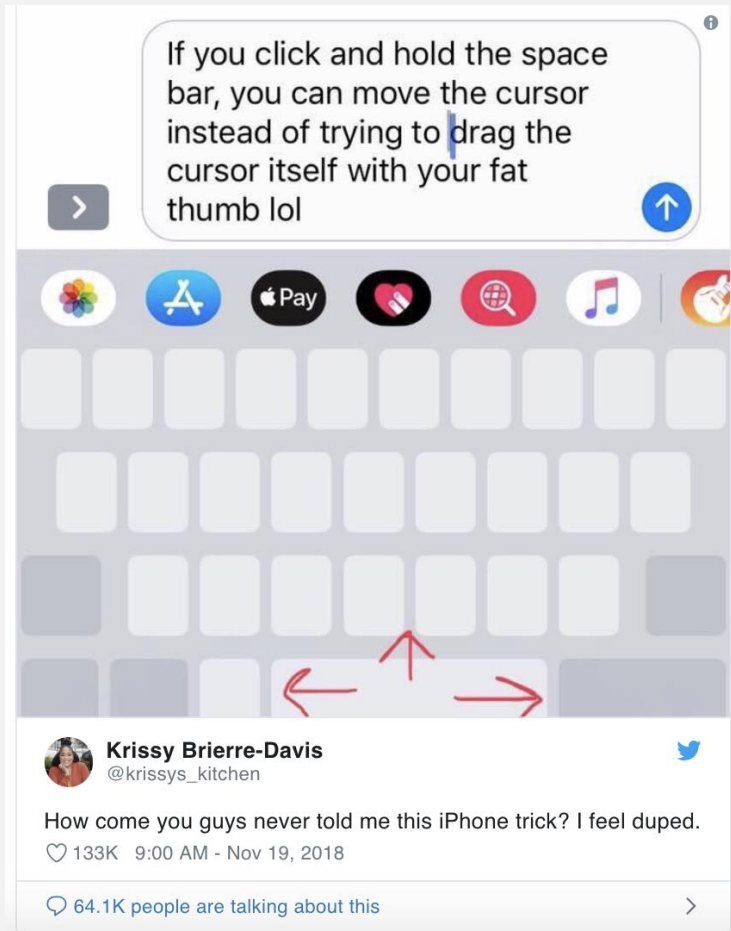


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**Designing technology to fit around your customer.**

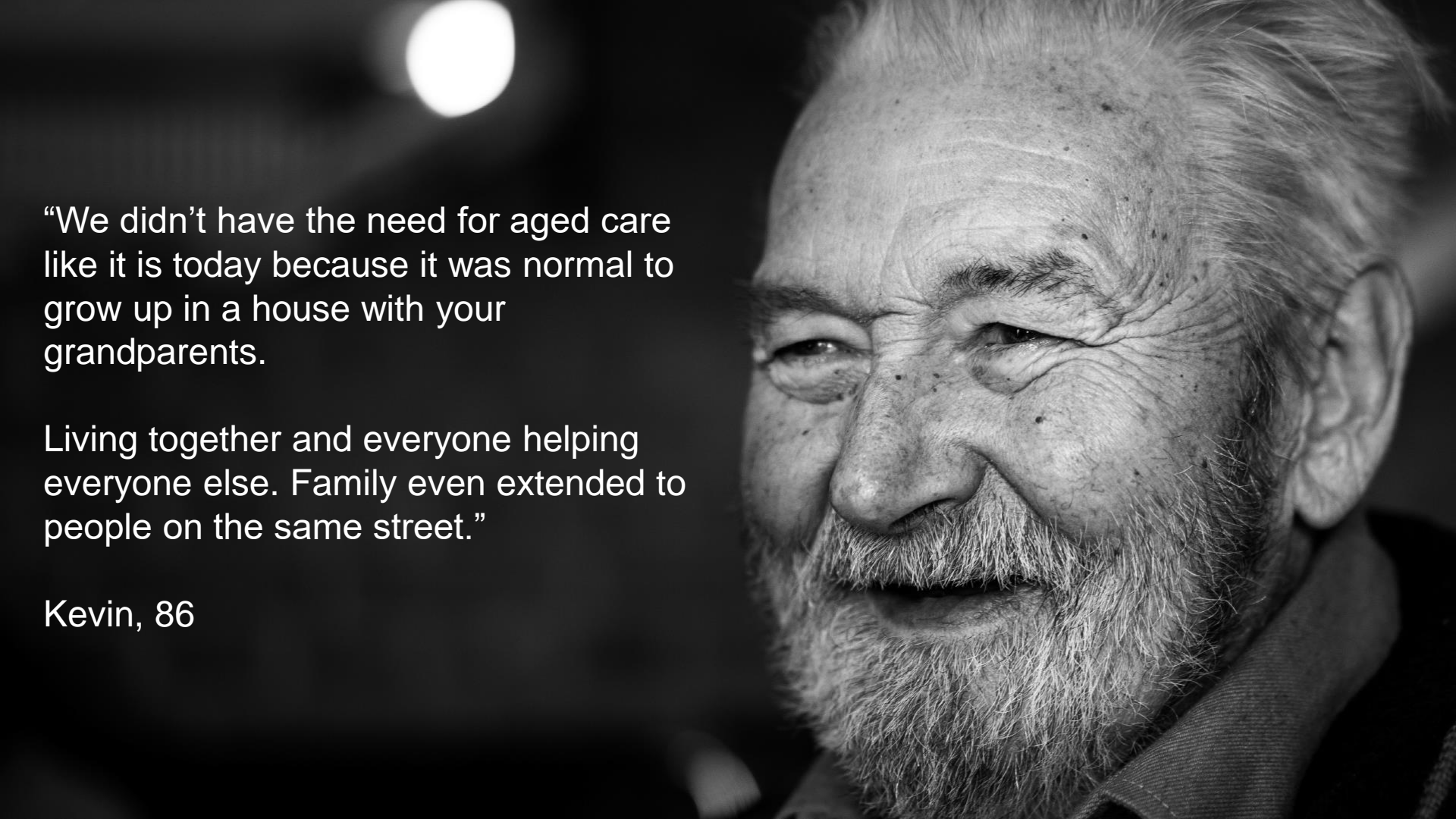
Or, how Smart Homes can enable seniors to live the life they want.



1. Understand your user's needs.
2. The best greatest utility is simplicity.
3. Let your user do the work.

**90%** of us want to remain in our own homes. Indefinitely.

Yet today, **80%** of us die in a hospital or a nursing home.

A black and white close-up portrait of an elderly man with a full, grey beard and wrinkles on his face. He is looking slightly to the left with a gentle smile. The background is dark with a soft, out-of-focus light source in the upper left.

“We didn’t have the need for aged care like it is today because it was normal to grow up in a house with your grandparents.

Living together and everyone helping everyone else. Family even extended to people on the same street.”

Kevin, 86

## **Independence, or interdependence?**

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Independence isn't fixed. It varies and is subject to the individual, their needs and their circumstances.

Everyone of us is seeking the right level of interdependence,  
**including seniors.**

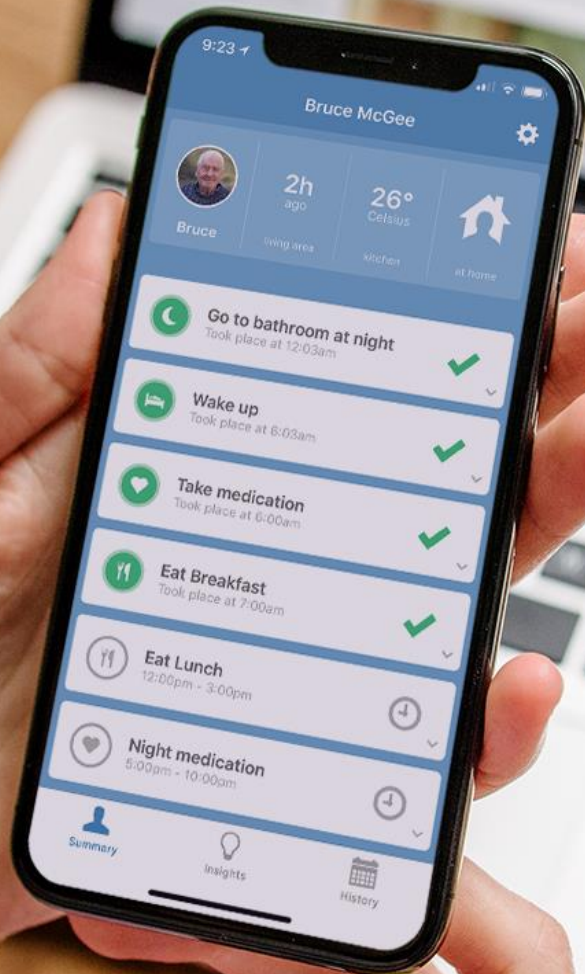
**I want to feel better connected to those within my support network, and have control over how I am cared for.**

Where does a Smart Home fit?

**By giving seniors, and their support network, the clarity to make better choices as life evolves.**





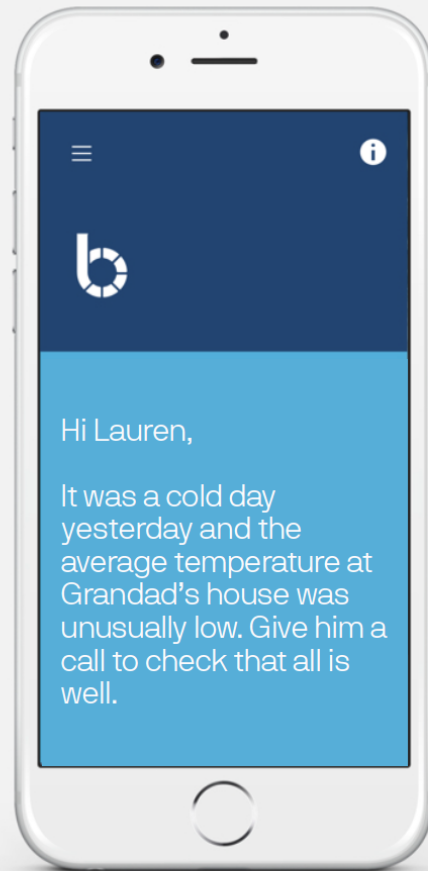
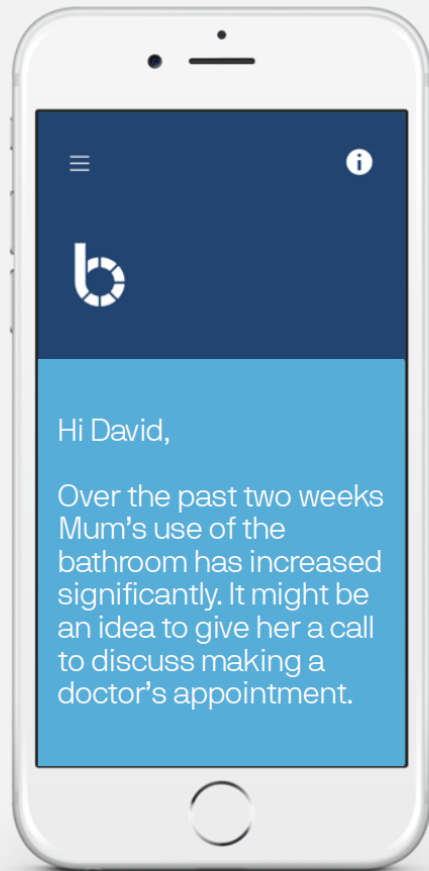


Low cost monitoring  
and insight.





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- 1. Make it work around me.**
  - 2. Keep it simple.**
  - 3. Help my care network understand what to do.**



**Sensors + Pattern Recognition +  
Preventative Recommendations**

- 
1. **Great technology solves for raw customer needs.**  
The best Smart Home technology will be designed around seniors' needs.
  2. **Technology does not need to be complicated, or expensive.**
  3. **Seniors and families belong at the centre of every decision.**