

düwi presents Home Control via Apple iPhone live on the IFA – the most important exhibition for consumer electronics

Highlight on the Internationale Funkausstellung (IFA) in Berlin: düwi shows a control system of the latest generation

Breckerfeld, 30th July 2008 – The world's most important fair for consumer electronics IFA will be augmented with the range "Home Appliances @ IFA". By taking this measure, Messe Berlin accommodates the increasing interest in the Home Control segment. The supplier and manufacturer of electrical products, düwi, presents its new Z-Wave system for wireless control of home appliances and electronic entertainment in Hall 2.2/Booth 124. The highlight of the presentation is the demonstration of home automation via the mobile network by Apple iPhone. This technology enables the consumer to reduce energy consumption in the house, to increase security and convenience and to access the home entertainment devices while absent from home.

The topic Home Control is on the advance in Europe: There is a growing trend for modernising existing electric installations and implementing individual solutions. Adaptation to modern demands for comfort and new technical standards which allow a flexible use of rooms and save energy play a major role in the process. In the 12 months to come the sector is predicted to achieve a rapid growth of more than a 100 %. The reasons for this development are a high increase of home networks which allow a cross-linking of the individual components as well as the chance of saving energy by the application of home control solutions.

düwi offers an effort and cost saving solution based on the worldwide well-established Z-Wave standard. This solution integrates an existing technology in a reliable state-of-the-art control system. Hence a radio controlled network is created which can be extended at the consumer's discretion. There is no need for installing new current lines or opening walls. Lights, heating, blinds or multimedia devices may be controlled conveniently by iPhone, PDA, computer, notebook or remote control.

Highlight of the fair: Home Control via Apple iPhone

As a brand new innovation düwi presents in a live demonstration at their booth how the düwi remote control system and Z-Wave based products like light switches, dimmer etc. may be operated via Apple iPhone remote. The mobile phone turns into a universal home control management device which offers the consumers a worldwide anywhere-and-anytime access to their house, apartment, their holiday residence. There are hardly any limits for use. The Z-Wave system adapts to the user's needs no matter if applied as an energy saving, surveillance, security or entertainment solution. In addition to the düwi products the consumer has the choice between leading brands like Panasonic, Danfoss, Logitech, Black&Decker, Somfy, Ingersoll Rand etc. There is a selection of more than 300 Z-Wave products by more than 160 manufacturers at present. All Z-Wave products undergo a strict certification procedure and are completely interoperable.



Home Entertainment by universal remote control

Beside the option to operate Z-Wave devices by Apple phone or Internet gateway, there is the alternative to control Home entertainment and lighting systems by universal remote control. düwi demonstrates on the IFA how multimedia and lighting systems may be operated by Logitech Harmony 895 or düwi remote control.

In addition to the named scenarios, düwi offers the visitors of the fair a comprehensive overview of the options in the Home Automation sector as for instance blinds, climate, heating and multimedia control. düwi presents the products and the possible fields of application on the Internet as well. The company shows creative possibilities of use in the virtual and interactive 3D-düwi-house and useful background information on the Web (www.duewi.de).

The consumer may tangibly experience Z-Wave solutions in a realistic environment.

IFA2008: Showcase for innovations and trend-setting technologies
The IFA is the most important consumer fair for consumer electronics worldwide and presents technologies and innovative products in the field of entertainment electronics. IFA has established as a fixed centre of attraction for traders, buyers, experts, consumers and industry from all over the world.

Overview: düwi

düwi, supplier and manufacturer of electric installation material based in Breckerfeld near Hagen (North Rhine-Westphalia) is regarded as a specialist for reliable, well-designed and safe electrical products in the DIY sector. düwi offers a comprehensive and innovative range of products from current electric installation material and accessories to switch series, radio control systems, solar house number lights and door chime modules which fulfil the highest German and European safety standards and VDE norms. Driven by a distinctive quality consciousness and a comprehensive know-how, innovative design and a keen sense of trends and requirements of the market, düwi has achieved a turnover of exceeding 100 million € and has established itself as a market leader in the DIY sector. More information: www.duewi.de

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