



A SPYR Technologies Company

Smarter Homes For Smarter People

What is Apple HomeKit?



HomeKit is the “language” (AKA: protocol) by which iPhones, iPads and other Apple devices talk to and control smart-home appliances: cameras, lights, thermostats, doorbells and more.



HomeKit allows you to create automatic actions and program “scenes” that control multiple smart-home appliances at once using simple Siri voice commands or by using the Home app.



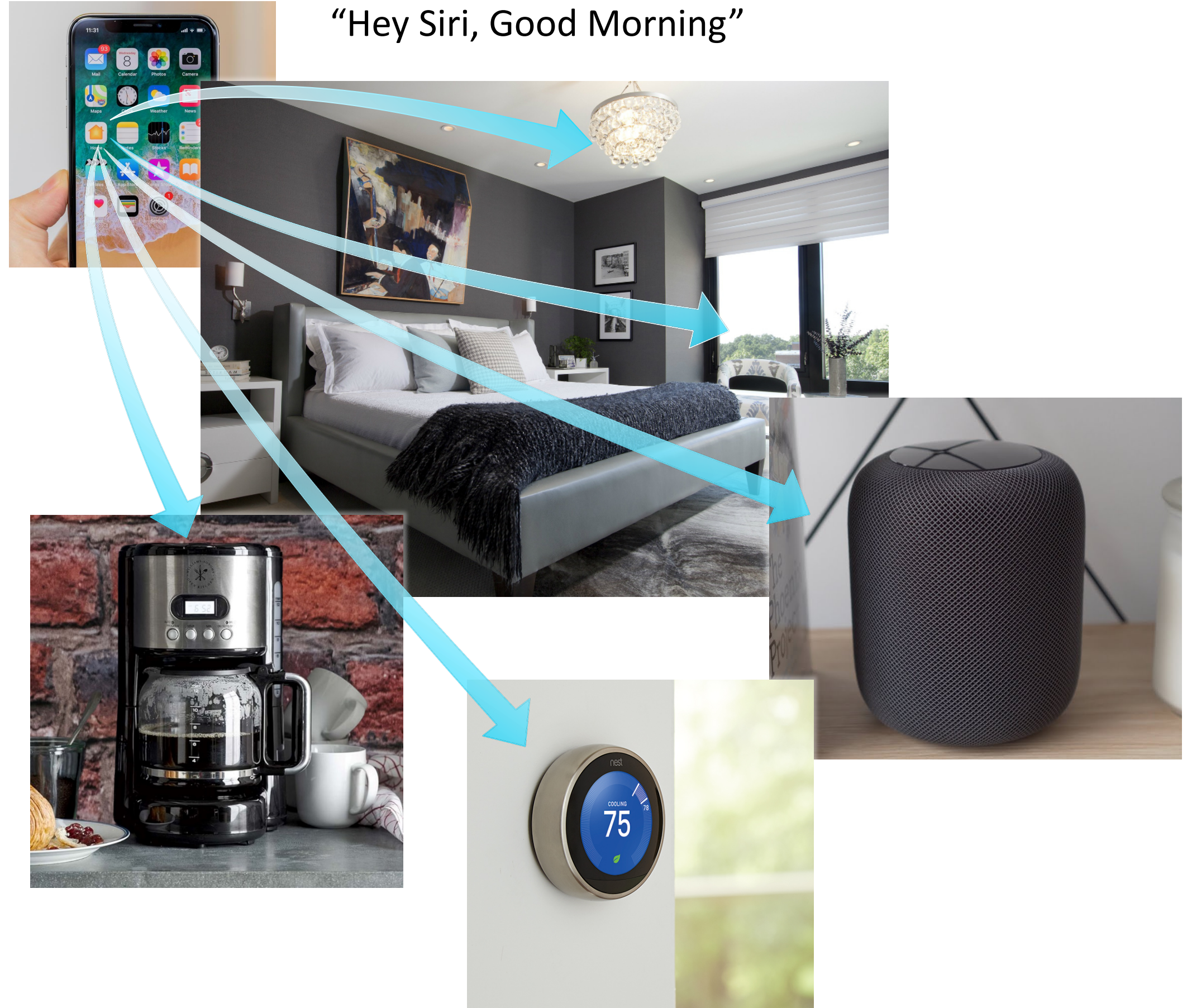
You create and save a scene called “Good Morning” which would:

- turn on your lights
- open your shades
- turn on music
- adjust the thermostat
- start the coffee maker



Competitors’ products simply cannot do this. You must instead issue a command each time an action is desired.

“Hey Siri, Good Morning”



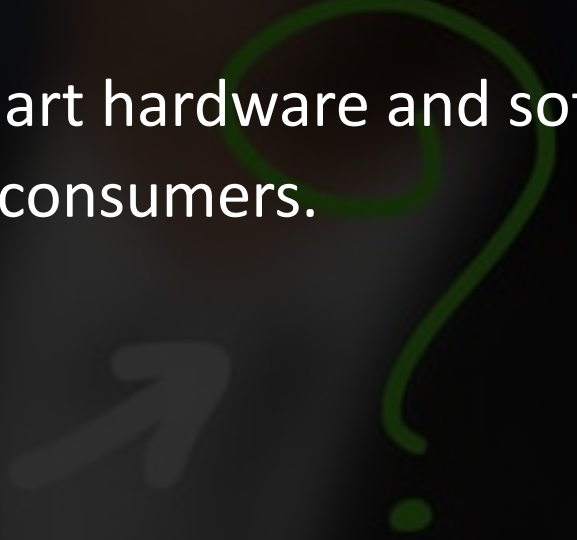

The problem

Apple consumers, the most affluent and loyal consumers of tech products, have very few “smart” devices to choose from that integrate with Apple’s Smart-Home app HomeKit, and others.



The Solution

Create smart hardware and software solutions exclusively
for Apple consumers.



Planned Products

Products designed to empower Apple enthusiasts.



Apple HomeKit (Smart Home) Planned Products

- Cameras
- Sensors
- Alarms
- Other HomeKit specific items



CarPlay (Apple's "Smart Car" system)

Products to make CarPlay an insanely great user experience for all drivers.



Apple Product Accessories

Add-on items supporting our main line of products and other Apple-related products, fulfilling recognized needs of our customers. Planned products: Adapters, cables, power sources, specialized travel accessories and others.



Apps

- "Apple quality" user experience apps for third-party hardware.
- Specialized apps to accompany our products.
- Convenient utility apps for the Apple ecosystem.

Business Model

Apple Focus

- Apple consumer – high expendable income and willing to pay a premium for quality products.
- Opportunity to introduce an “Apple HomeKit focused” brand.

Quality Experience

- Focus on “Apple quality” ease of use products.
- Establish best-in-class customer service.

Market Focus

- Strong relationship with the largest third-party Apple consumer products distributor.
- North America and Europe – the markets with the largest profit potential.

Consumer Profile

- Apple iOS users spend twice as much on technology than Android users.¹ They are also early adopters and younger.²
- These younger Apple customers are willing to spend over \$3,000 on Smart Home products.³



\$612

Android User

Average Income: \$37,000 ¹
Average Yearly Tech Spend: \$612 ¹



\$1,212

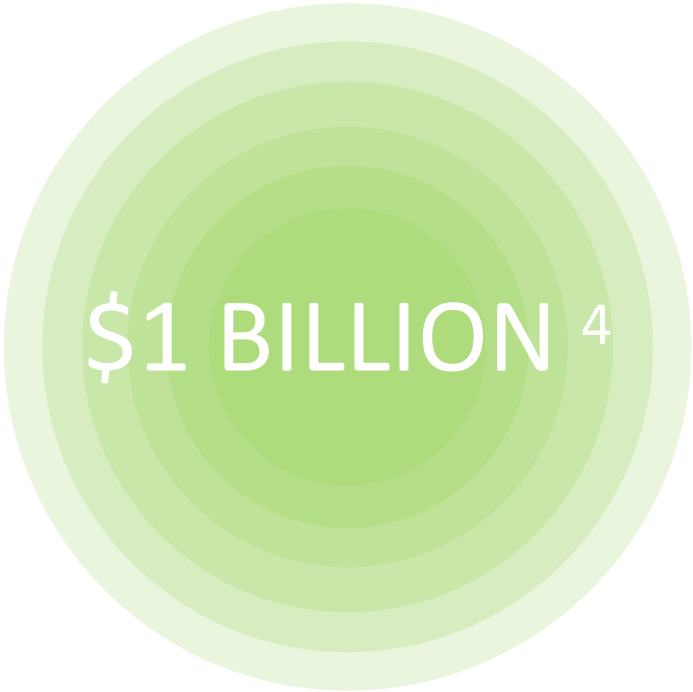
iOS User

Average Income: \$53,000 ¹
Average Yearly Tech Spend: \$1,212 ¹

¹ Marketingdive.com – Slickdeals, Oct 2018, User Survey. ² Civicscience.com, Jun 2019, “iPhones Are the Apple of Younger Millenials’ Eyes.” ³ Builder Online.com – Coldwell Banker, Jul 2018, “When It Comes TO Smart Homes, Connected Is Expected”.

Market Validation (2020 Sales)

Smart Thermostats



Market Leaders:
Nest, Honeywell, Ecobee3

Smart Cameras



Market Leaders:
Ring, Nest

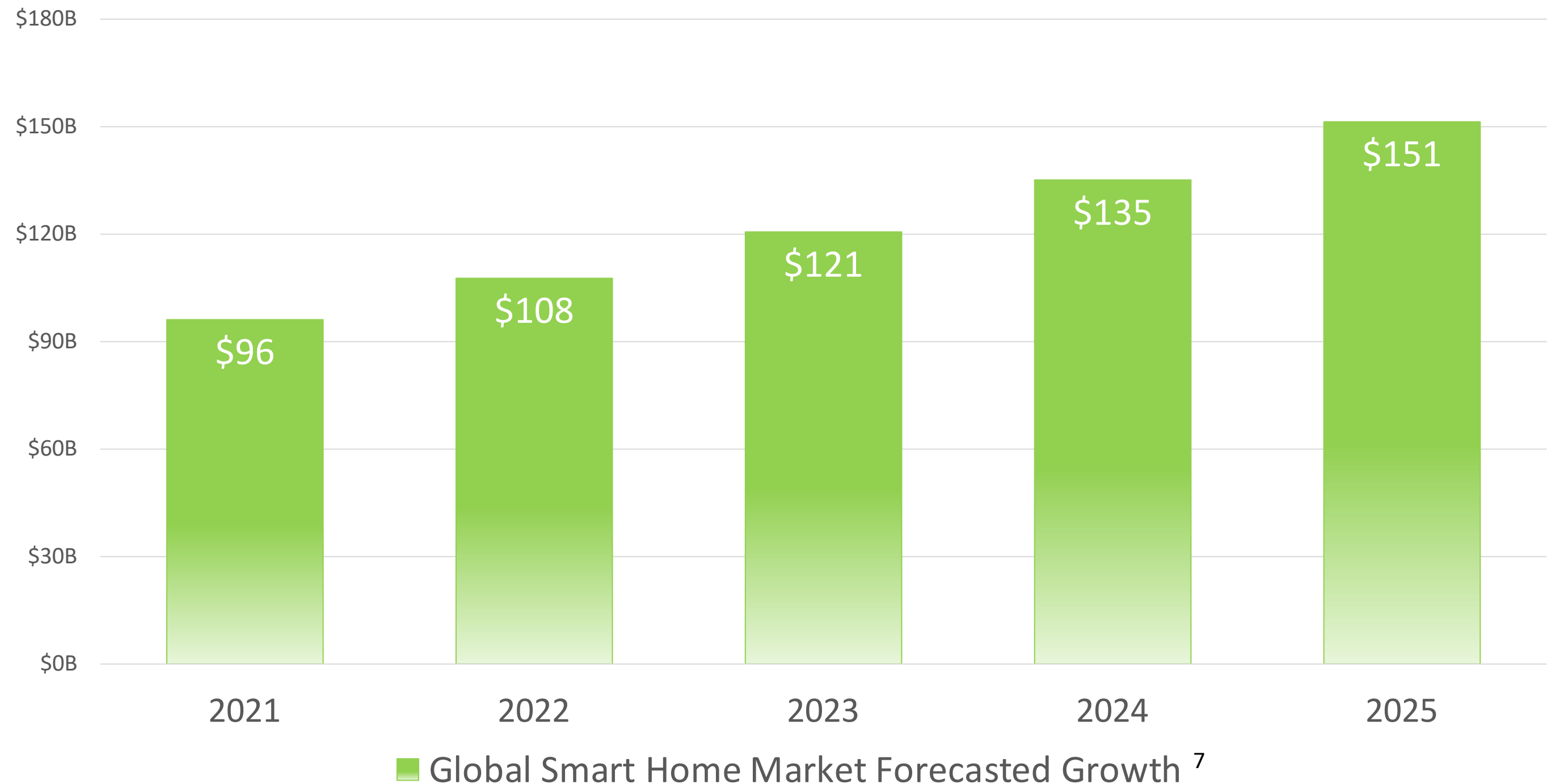
Smart Doorbells



Market Leaders:
Nest, Wyze, Arlo, Xiaomi

⁴ ResearchAndMarkets.com, Mar 2020, “Smart Thermostat Market – Growth, Trends and Forecast (2020-2025)”. ⁵ Market Study Report.com, Aug 2020, “Global Smart Doorbell Market 2020 by Manufacturers, Regions, Type and Application, Forecast to 2025” - Include both residential and commercial. ⁶ Market Data Forecast, Aug 2020 “Smart Camera Market” * Does not include crossover B2B sales.

Global Market Forecast (in \$Billions)



⁷ Market Data Forecast, Feb 2020, “Global Smart Homes Market Report”

Marketing Strategy



*Low cost, high impact, marketing
to get word out quickly to our target audience.*

Enthusiast Sites

Create awareness with Apple loyalists searching for, and spreading excitement about, new products.

Professional Reviewers

Quickly spread the word to a targeted customer pool by reviewing our products to a dedicated audience.

Social Media

Narrow targeted ads on appropriate social media platforms to reach a different set of potential customers.

Distributor's Existing Clients

Leverage the existing customer base of our distributor to introduce known customers to our products.

Trade Shows

Where appropriate, to get the word out to more interested enthusiasts, potential customers and broader media attention.

Leadership Team



Dr. Harald Zink
Product Architect

Dr. Zink is a serial entrepreneur and technology consultant for some of the largest Fortune 500 companies. He focuses on product development and new technology implementation. He has made his focus Apple products and the Apple iOS ecosystem.



Kelly Clark
Strategy and Operations

Mr. Clark is a start-up technology veteran focusing on go-to-market strategy, sales, and operations optimization. He has a history of leading organizations to great success during extreme market growth.

Cited Sources

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6. Market Data Forecast: <https://www.marketdataforecast.com/market-reports/smart-camera-market>
7. Market Data Forecast: <https://www.marketdataforecast.com/market-reports/smart-home-market>

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