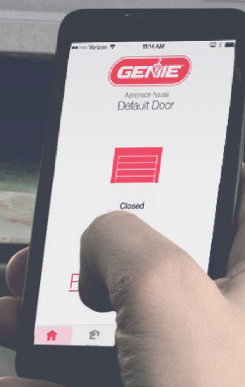


KEEPING YOUR HOME SAFE

Genie Company® Introduces Aladdin Connect™



2015
CONNECTED
HOME AND
BUILDING
AWARD
WINNER

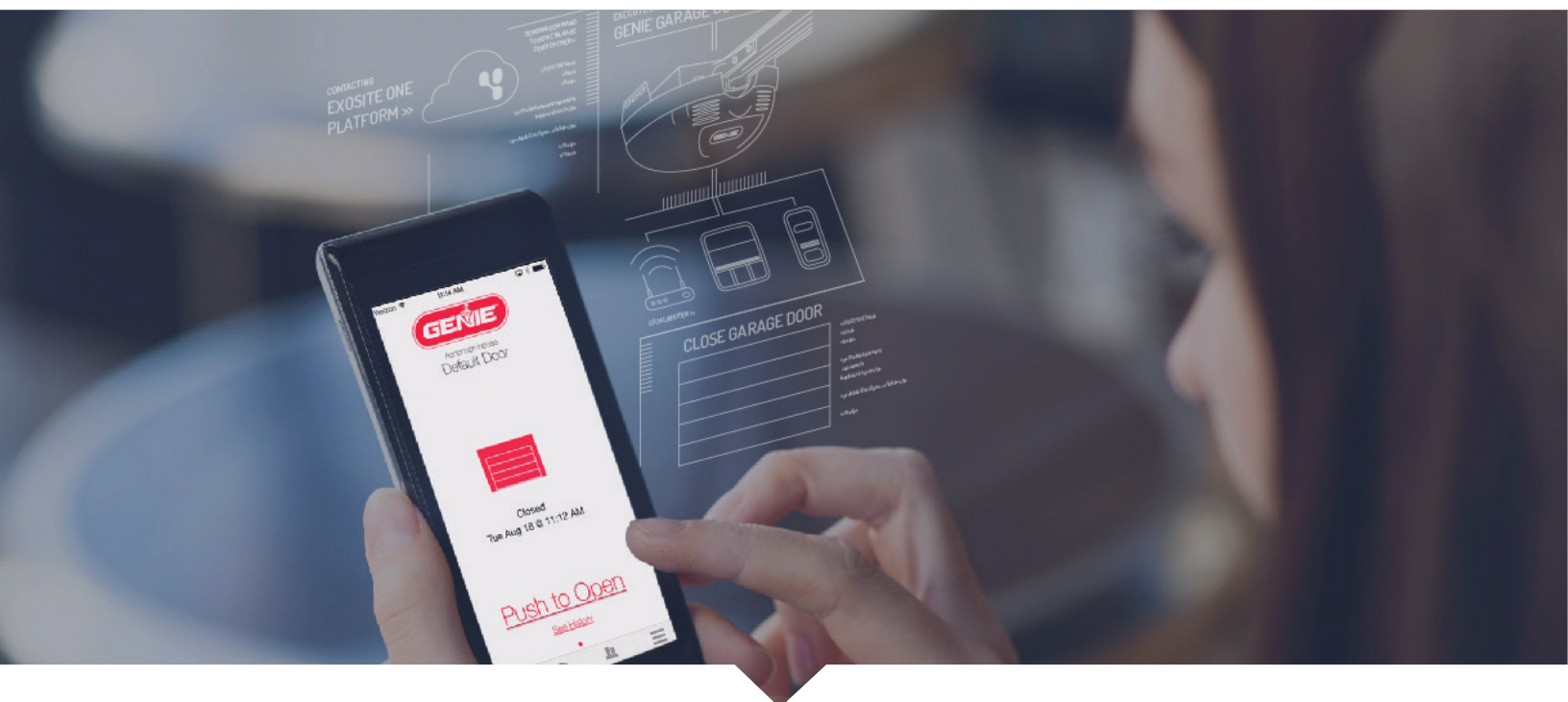
CASE STUDY

SUCCESS STORY



THE COMPANY

Since 1954, The Genie Company® has been recognized as a leading manufacturer of garage door openers and accessories for residential and commercial applications. With its main manufacturing facility in Baltic, Ohio, its roots run deep as an American brand that has been synonymous with garage door openers since 1954. The Genie name itself is a well-recognized icon among homeowners, builders, and dealers alike.



THE BUSINESS CASE

After 61 years as an industry leader, Genie knew that transforming their business model was the only option in an ever-increasing connected world. The organization needed to leverage its forward-thinking reputation to adapt to a quickly evolving home automation market by introducing an Internet-enabled product line, Aladdin Connect™. Aladdin Connect not only gives Genie the ability to deliver a product that meets the demands of growing customer preferences, but also keeps them at the forefront in a highly competitive market.

Genie knows their customers and wanted to bring the latest technology to these trusted relationships.

THE OPPORTUNITY

Based on industry research, safety and security has always been a major concern for homeowners. Burglaries happen every 15 seconds in the U.S., and the most common entry point is through the garage. Using that information to their advantage, Genie developed an intelligent garage door system that added an additional layer of security by giving homeowners the ability to remotely monitor garage door status and open/close the doors



at any time from any location. Taking it one step further, Genie changed the game forever by developing a product that could be retroactively fitted onto any existing garage door opener, regardless of whether or not it was a Genie product.

This relieved the adoption barriers for homeowners, and it also increased Genie's brand awareness as every interaction between the garage door and user is facilitated through the Genie Aladdin Connect mobile application.



“Working in tandem with Exosite enabled our team to bring a great concept to life in months, rather than years.”

-STEVE JANAS, VICE PRESIDENT AND GENERAL MANAGER AT THE GENIE COMPANY

THE TECHNOLOGY

ALADDIN CONNECT ENABLES HOMEOWNERS TO USE A SMART DEVICE APP TO MONITOR AND CHANGE THE POSITION OF UP TO THREE GARAGE DOORS.



DOOR SWITCH

- Attached to garage door — internal tilt sensor identifies door status.
- Communicates with door controller module (DCM) via low-power Bluetooth.



DCM

- Wired to existing garage door opener — includes TI CC320 Wi-Fi + MCU module.
- Communicates with home router via Wi-Fi.



WIRELESS ROUTER

- Acts as gateway for DCM to send and receive data using the Exosite platform.



MOBILE PHONE APPLICATION

- Compatible with iOS and Android.
- Enables DCM to pair with wireless router and provision with Genie.
- Exosite's robust platform APIs allow the apps to remain lightweight and front-end focused.



EXOSITE PLATFORM

- Analyzes stream data to send real-time push notifications about door status.
- Allows users to view current/historical door status, remotely open/close garage door, and grant control to other users.
- Enables firmware-over-the-air updates to products in the field.

THE RESULTS

QUICK-TO-MARKET

- With the help of Exosite and its partners, Genie was able to get a fully developed solution, with added functionality and security features, out into the home automation market within 9 months.

CREATES VALUE FOR GENIE AND DISTRIBUTORS

- Aladdin Connect demonstrates Genie's commitment to innovation.
- IoT technology adoption improves product performance and enhances brand reputation.
- Consumer demand improves bottom-line company performance.
- Aladdin Connect meets distributor demand for new generation products.

CONSUMER EASE OF USE

- Remote Access Control System allows for easy installation and set-up, compatible with most iOS and Android mobile devices, and most residential garage door openers.

EXTRA SECURITY AND SAFETY

- Ability to monitor the door position (open or closed) and any change to the position whether it's done through the Aladdin Connect app or manually.
- Ability to know if an authorized user is operating the door with the Aladdin Connect app.
- Maintains access history report for each opener.
- Audible and visual signals before door moves when operated from a smart device (UL 325 compliant).

CREATES A FOUNDATION FOR FUTURE CONNECTED PRODUCTS

- Genie has intentions of offering connected products beyond Aladdin Connect. Because of the flexibility of Exosite's platform, Genie has been able to develop a company-wide IoT foundation that can be easily leveraged to reduce the time and money needed to take future connected products to market.

To develop your IoT industry-changing product, contact Exosite today.

CASE STUDY