

## **Loxone expands its Smart Home presence in the United States.**

With 50% year over year growth, Loxone continues to quickly spread the Smart Home idea around the world. With their complete Smart Home solution, they seek to make home automation the status quo for newly built homes. Loxone partners with Builders and System Integrators in order to exemplify the true capabilities of their technology.

**Philadelphia, PA - May 22, 2017** - With more than 50,000 Loxone Homes around the world, Loxone has made their mark as one of the few “whole home” smart home systems on the market today. Establishing a U.S. presence in 2013, they continue to make huge strides as a growing company. This year, in keeping up with this growth, Loxone established their east coast presence by building their second state-of-the-art showhome and also moving into their new United States HQ, both located in the Greater Philadelphia Area.

Designing and manufacturing over 150+ products, Loxone is a one-stop shop solution for all the Smart Home needs a professional installer might have. The product range covers everything from the central Miniserver to Dimmers, Multiroom Audio, Pushbuttons, Video Intercoms, Sensors and so much more. Loxone truly exemplifies the full Smart Home idea.

In a world where 7 in 10 Americans (68 percent) are certain Smart Homes will be as common as cell phones within the next 10 years <sup>1</sup>, the future of home automation looks bright. In the U.S. alone, there is a 31% annual compound growth in connected homes <sup>2</sup>. At this rate Loxone envisions most newly built homes to be hardwired for automation across the country, and they have been partnering with System Integrators and Installers to do just that.

“Getting started as a Loxone Partner enables Integrators and Installers to enter an exciting and growing market. Today, many custom integrators mostly do luxury home theater installations. At Loxone we enable those Integrators to expand their business and automate and control everything from the lights, shades, security and hvac at scale in newly built environments. With our wide product range at affordable prices we equip Integrators to do projects both in mid-end and high-end homes.” **Florian Woess, CEO of Loxone US**

Founded in 2009 by Thomas Moser and Martin Oeller, who wanted to make truly intelligent Smart Homes a reality, Loxone now employs more than 250 people globally in 12 different countries. Loxone is one of the fastest-growing companies in the Smart Home industry, with over 50,000 Loxone integrated Smart Homes and with global turnover hitting \$50 million in 2016, the company is set for rapid growth over the next five years.

“Loxone came about as a result of our own desires for a truly intelligent Smart Home Solution - initially we invented the Miniserver just for ourselves. Today it can be bought by anyone and remains affordable. We only sell what we invent for ourselves, what works for us and the needs of the market.” **Martin Oeller, CEO & Founder of Loxone International**

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## **Who is Loxone?**

Loxone are the inventors of the Miniserver powered, centrally managed Smart Home - the one with the highest IQ. With over 50,000 completely integrated Smart Homes, Loxone has captured the attention of the market in just seven years. Through the independent control of all aspects in a home, the Miniserver acts like an autopilot, running the home automatically at the most efficient level possible. With more than 250 employees spread across 12 countries Loxone is one of the fastest growing companies in the Smart Home Industry.

### Sources

1. Architecting the Future of the Smart Home 2025 - Intel
2. There's No Place Like [A Connected] Home - Mckinsey&Company

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