

somfy® CONNECT

The newsletter of window automation of the markets of South East Asia, Hong Kong and Taiwan

R+T Digital Highlights

Extraordinary times require extraordinary measures. The "R+T digital" trade fair took place on 22-25 February 2021. It was the first digital exhibition organized by Messe Stuttgart that allows the roller shutters, doors/ gates and sun protection systems sector to present product novelties to worldwide visitors in a virtual space. The 4-day event attracted over 300 exhibitors and 22,000 visitors from 121 countries.



Issue of June 2021

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Message from somfy®

Hi!

We're happy to share in this newsletter some of our most important news! We will make it regular to provide you the most relevant information about Somfy, our support actions and the market trends.

Covid-19 is still impacting a lot of us in the region, coupled with micro-electronic components demand surge and supply shortage, times are challenging! We are fully mobilized to ensure timely deliveries and reducing the impact of this crisis. Our teams are in touch to anticipate as much as possible your needs and will keep you informed about the evolution of the situation.

Stay safe and talk soon!

Somfy, as one of the proud exhibitors, seized this opportunity to share our latest innovations through live conferences, guided online tours, product videos and downloadable brochures. The Somfy virtual booth recorded 5,370 visitors and we were among the top 3 most visited booths. Somfy Air Program, Somfy Oximo Solar IO, Somfy WireFree Smart Shading and the Help me by Somfy App were the top viewed products.

It was great to see the digital format was well received. An added advantage of being virtual is that customers can continue accessing our presentations and product materials for a whole year - up until R+T 2022 through the www.rt-expo.digital platform.

Thanks to everyone who attended - we look forward to seeing you at the R+T 2022 trade fair in person!

New Product launch

TaHoma Beacon

We are delighted to announce the launch of TaHoma Beacon. Somfy TaHoma is a simple and user-friendly home automation ecosystem that allows customers to control and manage their smart home devices, such as curtains, blinds, lights, air-conditioners, video and audio equipment in one single gateway. Its stylish design goes well with any modern home decors.

New features include ethernet and Wifi connectivity, multi-hub capability. It supports multiple gateways and a maximum of 10 hubs. Plus the Zigbee 3.0 mesh network, effective range is highly enlarged.

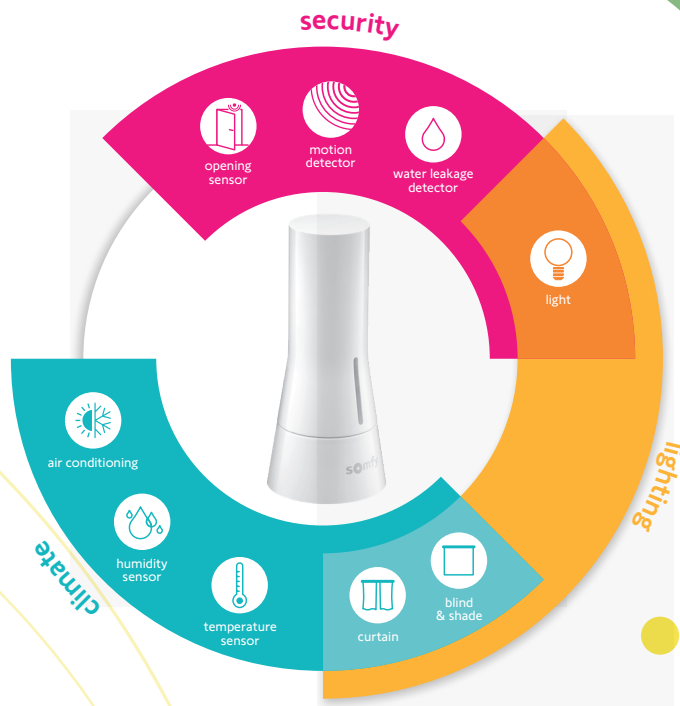
Customised scenarios, compatibility with Google Assistant, Amazon Alexa and IFTTT remain as standard functions for TaHoma Beacon.

It works on the TaHoma Living App.



Watch the full product video on <https://youtu.be/uJ-WG7yC72Y>

Market: Singapore, Thailand, Hong Kong



New Product launch



Help me by somfy®

Install Somfy products anywhere without a paper manual? Nothing is simpler with the Help me by Somfy App. This smartphone App is designed for professional installers, providing virtual step-by-step guidelines when installing any Somfy products in whatever the configuration they are working on.

Help me is your intuitive, handy and reliable assistant. Installers can find all up-to-date installation and setting instructions for motor products and control technology in one single place. It is accessible even without an Internet connection. The content is downloaded to your phone and made available offline.

Want a successful and efficient installation experience at worksite?

Download Help me by Somfy today!

Or take a video tour at https://youtu.be/6FJ_gHx4Vjs

Somfy's warranty policy update

- As of 1st January 2020, our standard warranty policy increases to 5 years for all Somfy brand products including motors, accessories, control and connected services for application like rolling and swinging shutter, exterior/interior blinds, pergola, curtains, security, garage door and integrated motorised system for gates.
- Connected services products such as Connexoon and Tahoma Beacon are also included in the 5-year warranty now.
- In addition, the standard warranty period for Lithium-ion batteries for Wirefree blinds and curtains are extended to 5 years. To meet the safety and warranty standard, please ensure Somfy qualified charger have been used for the Wirefree motors.
- For detailed terms and conditions, please contact our local sales office.

5
YEARS
WARRANTY



Decorating with Pantone's Colour of the Year in a Low Cost Way

Pantone's Colour of the Year

has been going for more than 20 years, influencing products across fashion, home furnishings, and industrial design. Every year, the Pantone Colour Institute conducts extensive social research to forecast global colour trends for the coming year. Two colours were chosen for 2021. They are: Illuminating (Pantone 13-0647), a cheery yellow; and Ultimate Grey (Pantone 17-5104), a medium grey shade. These two highly independent colours highlight how different elements come together to express a message of strength and hopefulness that is both enduring and uplifting.

Since colour has a profound influence on space and the people inside, different shades and tones can evoke emotion and set moods. With so many people stuck at home now, it is a good time to plan a decor update for your clients with these colours.

Ultimate Grey and Illuminating in Home Decor



When teamed together, grey and yellow are a great match to set the mood in any room at home. If you think a fully grey or yellow wall is too much of a statement or you want a more timeless design, introducing the 2021 Pantone colours in affordable soft accessories like cushions, curtains, wall arts, and other decorative elements can be wise choices.

In the Living Room

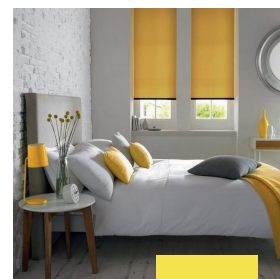
If your customer already has a grey sofa, throw in something yellow like a cushion or area rug. Another easy way to introduce spots of yellow or grey around the room is through window shades. Encourage them to enhance home experience by investing in motorised shading solutions. Hook up electric blinds or curtains to a sun sensor, program the sensor to lower or close the blinds according to heat intensity. The smart shades protect a home from sun damage while keeping the temperature cool inside.



Photo credit: hgnv.com

Bedroom

Soothing grey creates calming and relaxing vibes for a bedroom. Apply different shades of grey on walls or bedding, the soft neutral makes a good backdrop. Pop in cheery yellow in pillows, curtains or rugs. Install smart curtains that open and close quietly to create a desired ambiance for the bedroom. Somfy's Glydea™ ULTRA blends seamlessly into every decor and is suitable for all curtain types, from linen or velvet to blackout or insulating drapes.



In addition to colours, home automation is another trending topic when it comes to home design. IoT home automation is slowly but steadily becoming a part of daily lives around the world. From window shades to pet feeder; from robotic vacuum cleaner to security system, these IoT devices help you reduce cost, time and energy. With the passage of time, we look forward to seeing new innovations with smarter features. Colour is a fundamental element of interior design and together with technology, they can create the best experience for your client.

Trade News

Smart Awning by mc.2



Introducing a smart awning So smart that it cleans by itself

mc.2's new generation of Smart Awning applied a colourless and environmental-friendly waterproofed Permaclean coating on the fabric. The nano-particles bead up water that falls on it and rolls off the surface together with dirt particles along the way. Powered by Somfy's Altus motor and rain sensor, the awning extends automatically when it rains and starts the self-clean function. It retracts when the rain stops to prevent fungal growth. Somfy's automation can be controlled on a smartphone App or a wireless control unit.

Watch the product video: <https://fb.watch/5an45M7llr/>

Market: Singapore

Case study



Project name: **Sinhorn Kempinski Hotel (Public Area)**
Project location: **80 Soi Ton Son, Lumpini, Pathumwan, Bangkok**
Customer: **Ultra Screen System Co., Ltd.**
Product used: **Altus 50 RTS 10/17 motor**
End product: **Roman blinds for public area; curtain, roller blinds, wooden blinds for office renovation**
Description: **5-Star Luxury Hotel.**
Installation date: **Nov 2020**

Market: Thailand



Project name: **Blue Tree Phuket**
Project location: **4/2 Srisoonthorn, Chertalay, Phuket**
Customer: **Phuket Inter Blinds Co., Ltd.**
Product used: **Altus 50 RTS 20/17 motor**
End product: **Vertical awning**
Description: **Biggest Water Park in Phuket**
Installation date: **Jan 2021**

Market: Thailand



Case study



Project name: a 60m²-apartment for a young couple
Project location: Yuen Long, Hong Kong
Customer: Diamant
Product used: Sonesse 40 RTS Glydea Ultra
End product: Roller blinds, Double layer curtains
Description: Newly moved in occupant would like to control the blinds and curtains by schedule and by voice to make the most of modern's day technology. Living room curtain is set to open at sunrise every morning to brighten up the space, while bedroom is set to open partially for a gentle wake up.

Installation date: Nov 2020

Market: Hong Kong



Digital Corner

Follow us on our social channels to keep up with Somfy's latest news and innovations.

Our channels provide customer testimonials, inspirational insights, educational product info, and keep you up-to-date on every new product launched by Somfy!



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