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## Press Information

### **B2B startup home-iX launches “Smart Living as a Service”-platform to support the automotive industry**

**German based B2B startup home-iX launches “Smart Living as a Service”. An all-in-one platform aimed at supporting and protecting key industries, such as automotive, from smart living & IoT disruption.**

Stuttgart, 31/01/2017 - home-iX, a German B2B startup founded by two connected car and mobility specialists announce today the launch of an open, "Smart Living as a Service" all-in-one platform and marketplace. home-iX aims to enable businesses to participate in the smart living and IoT market by enabling interoperability between ecosystems to empower cross-domain solutions for more compelling value propositions and smarter services for customers.

Customers demand a smart and digital lifestyle with an always-connected environment at home or on the road. Due to electric cars, traditional key industries like the automotive industry need to keep pace with the trends of digitalization and smart living. However, the current smart-x markets (e.g. smart home) suffer under the commercial interests and competition of big companies fighting for the “ownership” of customers as they try to force their proprietary ecosystems, which ultimately leads to market fragmentation. The resulting interoperability problems, mass of alliances, interest groups and solutions are forcing interested parties to multiple corporations, endless integration efforts and many contracts. home-iX solves this dilemma by offering an open, neutral platform and marketplace to simplify and reduce the complexity of relationships between multiple partner connections to one single connection to their conUgate platform. home-iX is specialized in solving interoperability problems between smart-x ecosystems and enables the automotive industry to fully participate in the smart living market by connecting and orchestrating ecosystems by a standardized, cloud-based B2B-platform as single point of contact. By partnering with home-iX industries can also launch smart living solutions for their own end consumer business by utilizing the flexible and modular microGate solution also provided by home-iX.

“Our main target is to ease and democratize access to the smart living market for automotive OEMs. As a neutral startup, we are not competing with existing companies or traditional industries. Our platform acts as a secure mediator between the parties on both sides,” said Mehmet Arziman, CEO of home-iX.

“There is NO standardized, future-proof link between the automotive and smart home world. OEMs want to integrate and interact with the masses of smart home solutions to achieve the highest product coverage for their customers, but are restricted by partnership policies which only cover products of their partners’ networks,” said Heiko Scholtes, Co-Founder and COO.

Currently, the founders are focusing the conUgate platform and their efforts on the automotive market. In the near future, they plan to add more key verticals from other industries and increase their contribution to the open source community. home-iX also has innovative new digital assistant products in the works that will help solidify the company's position as specialists in the smart living and IoT space.

Additional information is available online at: [www.home-ix.com](http://www.home-ix.com)

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### **About home-iX UG:**

home-iX is a German B2B startup founded in 2016 and specialized in enabling any industry or business to fully participate in the smart-x and IoT markets by a “Smart Living as a Service”-platform, solving interoperability problems between smart-x ecosystems by an adaptable, powerful framework with a unique integration approach into existing digital ecosystems. By partnering with home-iX, industries can launch their own customized, user-friendly B2C smart living solution with, for example, smart home or smart energy products for their own end consumer business to increase customer satisfaction by a smarter connected lifestyle.