

**ADT**

**COMPETITIVE**

**TEAM D CREATIVE**

# INDUSTRY

# ALARM INDUSTRY GROWTH/ REVENUE

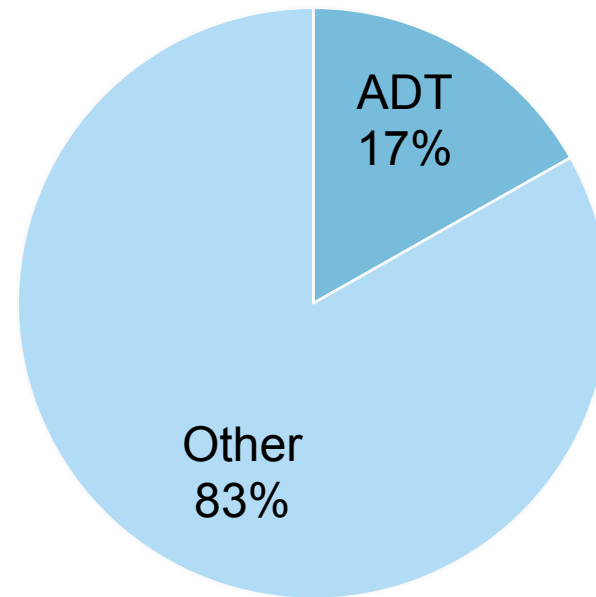
2014 revenue:

**\$21 billion**

Profit:

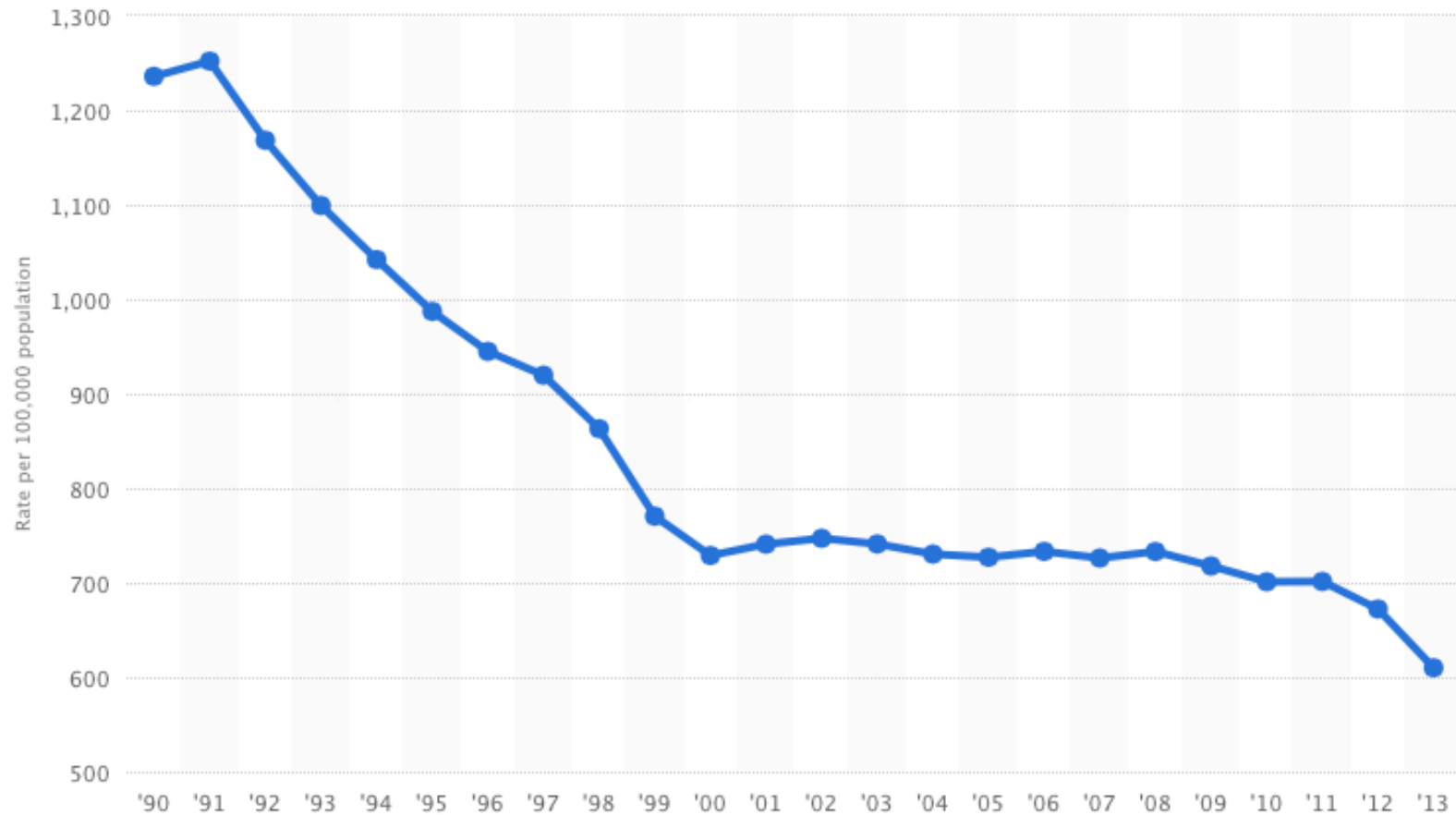
**\$966.2 million**

## Major Player's Market Share



**SOURCE: IBIS WORLD**

# REPORTED BURGLARY RATE IN THE U.S. FROM 1990-2013



**SOURCE: FBI CRIME REPORT, SEPT 2013**



# BURGLARY FACTS

- 2,000,000 home burglaries are reported every year
- Nearly 66% of all burglaries are residential
- Most break ins occur in July and August
- Homes without alarms are up to 300% more likely to be broken into
- In 2013, there were 1.16 million violent crime in the United States, the lowest amount since 1978's 1.09 million
- Robbery dropped 2.8%

**SOURCE: FBI CRIME REPORT, SEPT 2013**

**SOURCE: TIME U.S. CRIME, NOV 2014**

# INDUSTRY DRIVERS

- New technologies and integrated systems
- Reduced need for expensive installation, because there is much less need for wires.
- Reduced need for monitoring services, because the alarm can be monitored by the home-owner directly, via a mobile phone or remote computer.
- More accessible and affordable systems
- One solution for many problems (biometric security, home/mobile healthcare, hazard protection, home automation)

**SOURCE: MINTEL REPORTS**

**SOURCE: IBIS WORLD**

# KEY TAKEAWAY

While burglary rates in the U.S. have been decreasing, home security sales have risen about 3% annually. There are driving factors that encourage consumers to purchase security for their homes. Consumers emotionally connect to the idea of protecting what and who they love.

# INDUSTRY TRENDS

From



To



# CONSUMER

# CONSUMER PERSPECTIVE

*"I think a system that can communicate things to a mobile phone is a great idea, especially for people working away from home a lot or travelling a lot so they can keep checking in remotely from wherever they are to ensure their home is still in one piece. Then if anything has happened they can alert a friend or even the police."*

–35-44, C1, Married, Man

*"Home monitoring systems would be great for people who aren't at home all the time and having an app on their phone would make them feel easier too but it could also lead to paranoia if the person kept checking all the time."*

–35-44, D, Married, Woman

# **COMPETITORS**

# CORE COMPETITORS








## Vivint Packages

### Smart Complete

Starting at **\$69.99** per month

- 24/7 security monitoring
- Standard security equipment
- Remote access & control
- Touchscreen control panel
- 2 or more smart home services
- 1 TB of Space Monkey cloud storage


 Plus, get a **FREE Customizable System**

[Learn more](#)

### Smart Protect & Control

Starting at **\$59.99** per month

- 24/7 security monitoring
- Standard security equipment
- Remote access & control
- Touchscreen control panel
- 2 smart home services


 Plus, get a **FREE Customizable System**

[Learn more](#)

### Smart Protect

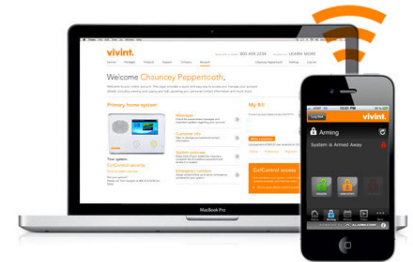
Starting at **\$53.99** per month

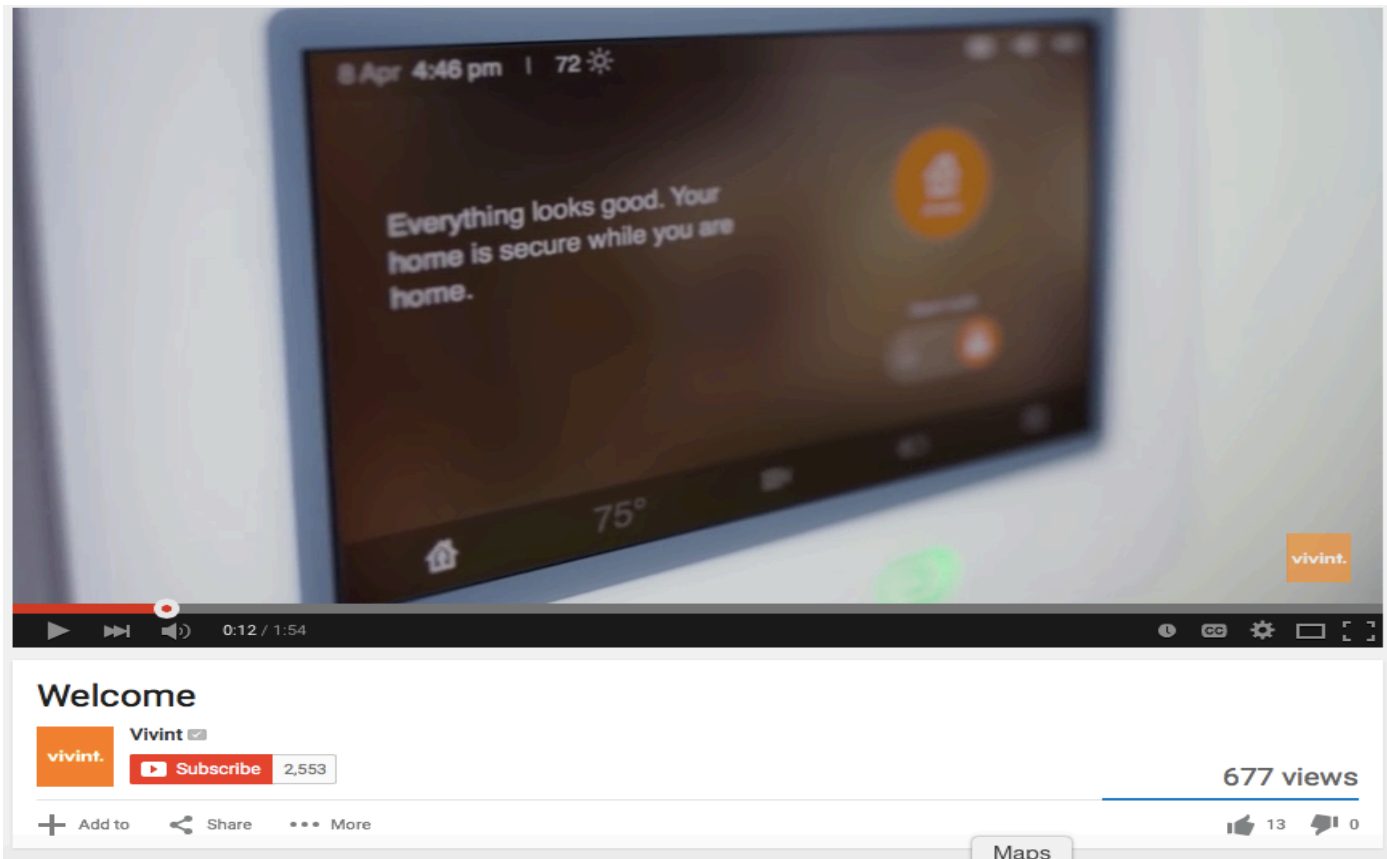
- 24/7 security monitoring
- Standard security equipment
- Remote access & control
- Touchscreen control panel

 Plus, get a **FREE Customizable System**

[Learn more](#)

Deals : \$1,500 in Free equipment + Free installation  
Also offers: Internet and Solar panels





News:

[Resident says Vivint salesmen are lying in sales tactics](#)

[Vivint wins International Red Dot Award](#)

# KEY TAKEAWAY

Vivint is being recognized for their great product design and visually appealing products. However, there has also been some controversy in the news about negative consumer experiences with salesmen. It is important for ADT to connect with consumers visually and to provide satisfactory customer experiences.



## ALL FOR \$0 DOWN AND \$25/MONTH

- Over 25 years experience protecting homes and businesses – security is all we do
- **Live Two-Way Voice security monitoring** by certified security professionals
- Professional installation, activation and lifetime warranty – all at no charge
- Wireless alarm system – no drilling or damage
- All of AlarmForce's security products can be tailored to your needs – add monitored smoke, carbon monoxide, glass break, temperature and flood detectors at no additional monitoring charge



Deals: Refer someone and receive 50\$. If the person you refer recruits someone else, you will also receive another 25\$.



**AlarmForce**

July 16 at 3:53pm · 🌐

We are always watching over your home...and you can watch over it as well. Get real-time alerts with AlarmForce's smartphone app.



**Always be  
in the know**

[Ask about Connect](#)



### Home Automation -

AlarmForce Connect™ enables you to monitor and control your AlarmForce security system and home automation products in real-time right from your smartphone.

[ALARMFORCE.COM](http://ALARMFORCE.COM)



**AlarmForce**

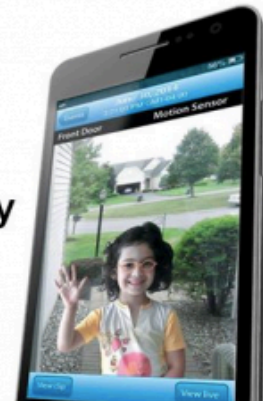
Yesterday at 10:13am · 🌐

Stay connected to home with our smart video camera. Call 1-800-267-2001 and ask about VideoRelay.



**Know when they  
arrive home**

[Ask about VideoRelay](#)



### Home Video Surveillance with VideoRelay | AlarmForce Canada & USA

Get the best home video surveillance with AlarmForce home alarm and VideoRelay bundle. Have your home secured with live video and two-way voice home alarm...

[ALARMFORCE.COM](http://ALARMFORCE.COM)

👍 Like    💬 Comment    ➦ Share

63 people like this.

[Top Comments](#) ▾

👍 Like    💬 Comment    ➦ Share

73 people like this.

# KEY TAKEAWAY

AlarmForce is posting on social media, but are not truly engaging. Through providing useful links to their products, AlarmForce offers good information but fails to spark a conversation. Active social accounts with relevant content is a great way for ADT to engage with their audiences.



BEST DEAL

### Copper

**\$19**<sup>99</sup>/mo

Control Panel

Motion Detector

3 Door / Window  
Sensors

Get started →

### Bronze

**\$35**<sup>99</sup>/mo

Control Panel

Motion Detector

6 Door / Window  
Sensors

Get started →

### Silver

**\$37**<sup>99</sup>/mo

Control Panel

Motion Detector

9 Door / Window  
Sensors

Get started →

### Gold

**\$39**<sup>99</sup>/mo

Control Panel

Motion Detector

11 Door / Window  
Sensors

Get started →

### Platinum

**\$42**<sup>99</sup>/mo

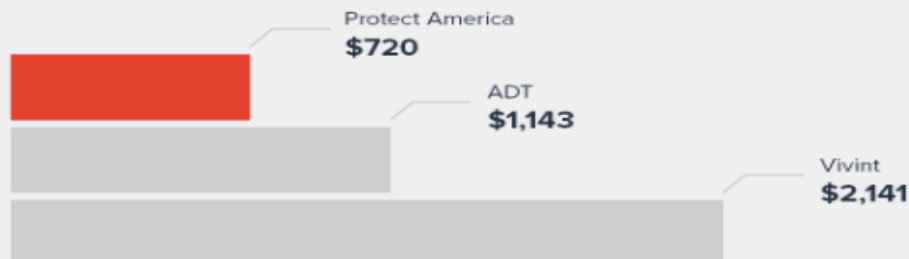
Control Panel

Motion Detector

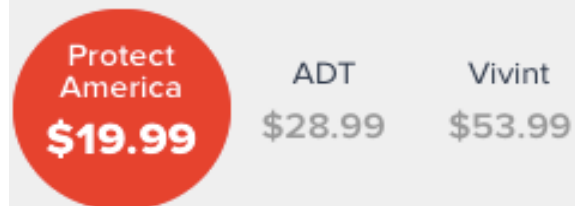
14 Door / Window  
Sensors

Get started →

#### Cost over 36 mo. contract length



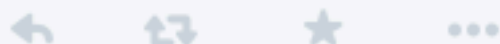
#### The lowest monthly cost





**Protect America** @protectamerica · Jul 13

This burglar shoots himself in the foot.. in more ways than one. More to the story here: [katc.com/story/29530510...](http://katc.com/story/29530510...)



[View photo](#)



# KEY TAKEAWAY

Protect America prides themselves on low prices and affordable security systems. Protect America also uses Twitter to share current events regarding crime and robberies. By keeping viewers updated on why home security is a good investment, ADT can connect with customers.



 Basic Security	 HomeTouch Security	 HomeTouch Premier
starting at <b>\$34.95</b> /month*	starting at <b>\$44.95</b> /month*	starting at <b>\$54.95</b> /month*
<ul style="list-style-type: none"><li>• Installation</li><li>• Extended Service</li><li>• 1 Full-Color Touch-Screen Keypad</li><li>• 1 Pet-Sensitive Motion Detector</li><li>• 3 Door / Window Sensors</li><li>• 1 Keychain Remote</li><li>• Yard Sign &amp; Window Decals</li></ul>	<ul style="list-style-type: none"><li>• Installation</li><li>• Extended Service</li><li>• 1 Full-Color Touch-Screen Keypad</li><li>• 1 Pet-Sensitive Motion Detector</li><li>• 3 Door / Window Sensors</li><li>• 1 Keychain Remote</li><li>• Yard Sign &amp; Window Decals</li></ul>	<ul style="list-style-type: none"><li>• Installation</li><li>• Extended Service</li><li>• 1 Full-Color Touch-Screen Keypad</li><li>• 1 Pet-Sensitive Motion Detector</li><li>• 3 Door / Window Sensors</li><li>• 1 Keychain Remote</li><li>• Yard Sign &amp; Window Decals</li><li>• <b>1 Indoor Video Camera</b></li></ul>



Monitronics

vs.

ADT

## CONSUMER AFFAIRS CONSUMER AFFAIRS

Overall Satisfaction Rating



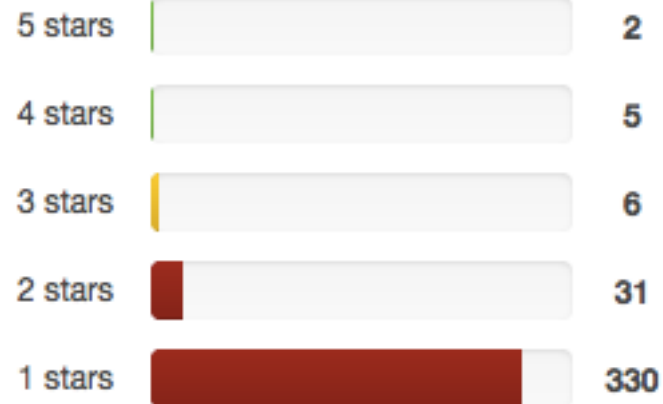
Based on 132 ratings out of 708 reviews



Overall Satisfaction Rating



Based on 374 ratings out of 1,585 reviews



News: [Partnership with NASCAR](#)

# KEY TAKEAWAY

Monitronics has inconsistent and scattered reviews regarding customer satisfaction and overall experience. According to Consumer Affairs, ADT has mostly one star ratings. Customers are reporting overcharges and product glitches.

# CABLE & TELECOM COMPANIES



AT&T  
Digital Life®



### SECURITY ESSENTIALS

~~\$39<sup>99</sup>~~  
**\$29<sup>99</sup>**  
MONTH  
WITH 3-6-MO.  
LIFESHIELD  
ADDITIONAL AND  
EXISTING  
DIRECTV



Great Starter Package

### SECURITY ADVANTAGE

~~\$49<sup>99</sup>~~  
**\$39<sup>99</sup>**  
MONTH  
WITH 3-6-MO.  
LIFESHIELD  
ADDITIONAL AND  
EXISTING  
DIRECTV



Home Security + Video Monitoring

### SECURITY PROFESSIONAL

~~\$59<sup>99</sup>~~  
**\$49<sup>99</sup>**  
MONTH  
WITH 3-6-MO.  
LIFESHIELD  
ADDITIONAL AND  
EXISTING  
DIRECTV



All-Inclusive Home Security

Save **35%** over ADT

COMPARING SECURITY ESSENTIALS PACKAGE  
TO ADT PULSE REMOTE ARM PACKAGE









LifeShield blog

# KEY TAKE AWAY

LifeShield uses humor and emotion to appeal to potential buyers. Additionally, their website has the common theme of protecting the ones you love.





PACKAGE	FEATURES	INCLUDED EQUIPMENT	INSTALLATION	PRICE
<b>XFINITY Home - Secure 300</b>  <a href="#">Learn More</a> 	 <b>24/7 Security &amp; Professional Monitoring Home Control</b>   <b>Energy &amp; Money Savings</b>	<b>Equipment Included with New System:</b> 1 Touch Screen Controller 3 Door or Window Sensors 1 Motion Sensor 1 Wireless keypad	<b>Professional Installation</b>  Starting at \$99  <b>Includes :</b> <ul style="list-style-type: none"><li>• Personal assessment of your home to create a customized security and control system</li><li>• Professional in-home installation by an XFINITY Home technician</li><li>• Tutorial on how to get started with your XFINITY Home security and control system</li></ul>	<b>FREE Camera</b>  <b>\$39<sup>95</sup>/mo</b> <a href="#">With 2 Year agreement.</a> Early termination fee applies.  <a href="#">Pricing &amp; Other Info</a>  <a href="#">Add To Cart</a>
<b>XFINITY Home - Secure 350</b>  <a href="#">Learn More</a> 	 <b>24/7 Security &amp; Professional Monitoring Home Control</b>   <b>Energy &amp; Money Savings</b>	<b>Equipment Included with New System:</b> 1 Touch Screen Controller 3 Door or Window Sensors 1 Motion Sensor 1 Wireless keypad 2 Indoor/Outdoor Cameras 2 Lighting Controllers 1 Thermostat or 1 additional Indoor/Outdoor Camera	<b>Professional Installation</b>  Starting at \$399  <b>Includes :</b> <ul style="list-style-type: none"><li>• Personal assessment of your home to create a customized security and control system</li><li>• Professional in-home installation by an XFINITY Home technician</li><li>• Tutorial on how to get started with your XFINITY Home security and control system</li></ul>	<b>FREE Camera</b>  <b>\$49<sup>95</sup>/mo</b> <a href="#">With 2 Year agreement.</a> Early termination fee applies.  <a href="#">Pricing &amp; Other Info</a>  <a href="#">Add To Cart</a>



## National TV Spots



"Knight Chips"



"More Piece of Mind"

News: [Next-gen XFINITY store to open in Seattle](#)

# KEY TAKEAWAY

XFINITY Home uses TV and media to reach consumers. Some spots are funny, while others are informative. Their most recent tagline indirectly attacks traditional security companies by stating, “Don’t be old fashioned.” Additionally, the next-gen stores are modeling after Apple’s modern, user-friendly atmosphere.



 Time Warner Cable | **IntelligentHome**

starting at

**\$39<sup>99</sup>** per mo.\* Plus — free installation

18 month lease



News: [Partners with BestBuy](#)

# KEY TAKEAWAY

Time Warner Cable's partnership with BestBuy makes buying home automation products, such as "smart door" locks and light bulbs, easier and integrated for Intelligent Home customers. The easier the purchasing process, the more inclined people will be to invest in products.



# AT&T Digital Life®



## Smart Security + Camera + Garage Door Equipment

\*Limited time offer. New customers only. Digital Life Ltd avail. in select mkts. Online orders excluded. New 2-yr security agmt & video camera & door pkgs w/ equip. fees & add'l monthly charges req'd. AT&T Cert. Like New equip. other fees & service restr. apply. Pricing subject to change. See add'l offer reqs for promo at [att.com/ddisclaimers](http://att.com/ddisclaimers). Licenses at [att.com/licenses](http://att.com/licenses).

**Call today: 866.464.8099**

Now  
**\$99\***



### Smart Security

24/7 professionally monitored home security with home safety features including window and door sensors, a motion sensor, indoor siren and more.

**Due Today: \$49.99**  
**Monthly charge: \$39.99**

2-yr agmt req'd. Early termination, other fees & service restr. apply. See [Terms and Offers](#) for details.



### Smart Security and Automation

Get everything in the Smart Security package, plus a touchscreen control, outdoor camera and remote door lock for enhanced security and convenience.

**Due Today: \$149.99\***  
**Monthly charge: \$54.96**

\*2-yr agmt req'd. Early termination, other fees & service restr. apply. See [Terms and Offers](#) for details.



### Premium Security and Automation

The ultimate in home security and automation. Get everything in Smart Security & Automation plus energy features like thermostat and lighting control, and water detection to help prevent water damage.

**Due Today: \$199.99\***  
**Monthly charge: \$64.99**

\*2-yr agmt req'd. Early termination, other fees & service restr. apply. See [Terms and Offers](#) for details.





# AT&T Digital Life®

[Explore](#)[WHAT'S TRENDING](#) > [CTRL+ALT+DELIGHT](#)

## How to Ruin Your Teenager's Date Using Smart Home Technology

By Danielle Page on June 25, 2015



Eric Anderson

So your teenager's date didn't heed your warning to have her home before midnight.

In the days before smart home technology, you'd have to get up to teach Romeo a lesson. But when you've got home automation on your side, you can send the same message to the two lovebirds right from the comfort of your bed.

Here are five suggestions for setting your daughter's date straight.

[Explore](#)[WHAT'S TRENDING](#) > [CTRL+ALT+DELIGHT](#)

## How To Ruin Your Teenager's House Party While You're Out of Town

By Danielle Page on May 27, 2015



Eric Anderson

Every party has a pooper – and now parents can squash the party without even being invited. Specifically, we're talking about the party your teenager is throwing in your house while you're away. In fact, you can shut down this unwanted rager with just a few clicks.



# KEY TAKEAWAY

AT&T Digital Life's most shared blog posts are a part of the "How to Ruin Your Teenager's" series. AT&T Digital Life uses humor and real life situations to connect with people, particularly home owners who are parents and have families.

# NEW, TRENDY SYSTEMS



HomeKit





Home Security *Anyone* Can Use  
and *Everyone* Can Afford

Only \$59 for 3 Tags  
+ \$39/YEAR

FIRST 1-PIECE DOOR & WINDOW SENSOR

MINUTES TO SET UP

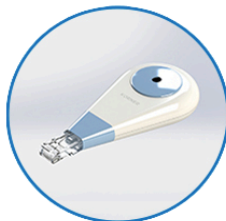
Pre-Order Now

Contact us at: [info@kornersafe.com](mailto:info@kornersafe.com)



Coming in Summer of 2015!

## SET UP IN 3 EASY STEPS



STEP 1

Plug Stick into your modem or router



STEP 2

Download App



STEP 3

Stick Tags on doors and windows and  
you're good to go!

[HOME](#)[HOW IT WORKS](#)[OUR TEAM](#)[BLOG](#)[LOGIN](#)

## Big Box Retailers Getting Ahead of the Smarthome Curve, No Way!

Published: Wed, 15 Jul 2015



Yes way, or at least when it comes to the Smarthome. With Amazon taking over the retail world, big box retailers have been struggling to play catch up. But when it comes to the Smarthome, they are in many ways setting the pace. A recent [article](#) describes the activities by some of the biggest retailers. While the article does a good job describing the various initiatives in the space, the title - "Target among retailers trying to figure out how to explain the Internet of Things" - also suggests some of the challenges in that we have touched on before in this blog.

[PRODUCTS](#)[SERVICES](#)[DEALS](#)

## YOUR CONNECTED HOME

These days it's easy to connect, control and monitor the devices in your home like lights, doors, appliances and thermostats. Not only is it reassuring and cool to keep tabs on your home, you can lower energy costs in the process, and feel the comfort of knowing you don't have to drive home to check on the house.



But let's start with the retailer initiatives. Retailers had been notoriously tough nuts to crack for startups, but this is changing quickly (and yours truly can attest to this). The biggest retailers are now proactively reaching out to startups that have interesting products, and looking for creative ways to work with them. And many are going one step further, allocating dedicated floor space in existing stores, such as Best Buy, or opening entire "experimental" stores in Silicon Valley, such as Target and Sears (you heard that right, Sears!). So it seems pretty clear that whatever direction the Smarthome takes, the big retailers are well positioned to play a role.

News: [Raises 1.5M to keep homes safe](#)

# KEY TAKEAWAY

Korner is a new and upcoming home security system that was founded with the idea that safe homes should be affordable for everyone. Korner advertises being cheap and easy to install. Their website's blog is kept up to date with important current events regarding the industry and the growth of Korner.



## Key features

### Easy setup

Connect to your home network with a simple setup, guided by the free companion app on Fire OS, Android, iOS, and desktop browsers.

### Just ask

Echo is always ready, connected, and fast. Just say the wake word, "Alexa," for:

**NEW – Audible:** Play audiobooks from Audible with Echo. Plus, Echo supports Whispersync for Voice to continue right where you left off.

**NEW – Calendars:** Check your upcoming schedule by asking what's on your Google calendar.

**NEW – Shopping:** Restock on previously purchased items by re-ordering Prime-eligible products in your Amazon shopping history.

**NEW – Connected home:** Control compatible WeMo, Philips Hue, and Wink devices with your voice.

**NEW – Traffic:** Hear commute time and the fastest route to your destination.

**NEW – Sports:** Ask for sports scores and schedules from the NFL, NBA, MLS, MLB, NHL, NCAA, WNBA, and more.

**NEW – Pandora:** Listen to and discover music from Pandora's library of over 1 million tracks.

**Music:** Listen to your Amazon Music Library, Prime Music, TuneIn, and iHeartRadio.

**News, weather, and information:** Hear up-to-the-minute weather and news from a variety of sources, including local radio stations, NPR, and ESPN from TuneIn.

**Questions and answers:** Get information from Wikipedia, definitions, answers to common questions, and more.

**Alarms, timers, and lists:** Stay on time and organized with voice-controlled alarms, timers, shopping lists, and to-do lists.

**More coming soon:** Echo automatically updates through the cloud with new services and features.



# amazon echo

Home

Notifications

Messages



Search Twitter



Tweet



## Amazon Echo

@amazonecho

The official Twitter of Amazon Echo.  
Always ready, connected and fast. Just ask.

Seattle, WA

amazon.com/echo

Tweet to Amazon Echo

TWEETS  
135

FOLLOWING  
4

FOLLOWERS  
11K

FAVORITES  
105



Follow

Tweets

Tweets & replies

Photos & videos



Amazon Echo retweeted



**Matthew Majeika** @majeiks · Jul 18

That moment when someone new comes over and has to ask, "Who's Alexa?" @amazonecho @TheWinkApp #AmazonEcho



4



6



Amazon Echo retweeted



**Jim Wozniczka** @jimwoz · Jul 18

In my #AutomatedLife turning on my @TweetHue lights when my @amazonecho wakes me up in the morning!



1



5



Who to follow · Refresh · View all



**Jason Dufner** @JasonDu... X

Followed by Rory McIlroy an...

Follow



**ROBERT KARDASHIAN** @RobertK... X

Followed by Kendall Jenner ...

Follow



**Shakira** @shakira X

Follow

Find friends

# KEY TAKEAWAY

Amazon Echo is not only capturing people's interest, but it is also sparking conversation. Although Amazon Echo's Twitter account has only posted a few tweets, there is a huge amount of user engagement. Positive tweets with the hashtags #alexa, #amazonecho and #automatedlife showcase user experiences.





# HomeKit

## Use Siri to control your accessories

After you pair your HomeKit-enabled accessory and iOS device, you can [use Siri commands](#) to turn it on or off, or adjust it (depending on what the accessory does). Here are some examples:

- "Turn on the lights" or "Turn off the lights."
- "Dim the lights" or "Set the brightness to 50%."
- "Set the temperature to 68 degrees."
- "Turn on the coffee maker."

If you [set up homes, zones, rooms, or scenes](#), you can use also commands like this:

- "Turn on the upstairs lights."
- "Turn off Chloe's light."
- "Turn down the kitchen lights"
- "Dim the lights in the dining room to 50%."
- "Make the living room lights the brightest."
- "Set the Tahoe house to 72 degrees."
- "Set the thermostat downstairs to 70."
- "Turn on the printer in the office."
- "Set up for a party, Siri."
- "Set the dinner scene."
- "Set my bedtime scene."













# HomeKit

## App Developers

If your iOS app is primarily designed to provide home configuration or home automation services such as turning on a light or opening a garage door, learn more about the HomeKit APIs used for communicating with HomeKit accessories.

-  [Introducing HomeKit](#)
-  [Designing Accessories for iOS and OS X](#)
-  [HomeKit Developer Guide](#)
-  [HomeKit Catalog \(Sample Code\)](#)
-  [HomeKit Framework Reference](#)
-  [HomeKit User Interface Guidelines](#)
-  [App Store Review Guidelines: HomeKit](#)
-  [External Accessory Programming Topics](#)

## Hardware Developers

If you're interested in creating a HomeKit-enabled hardware accessory, you need to be an MFi licensee to access the resources for manufacturing hardware that integrates HomeKit technology. MFi licensees receive:

- HomeKit technical specifications
- MFi Logos and Identity Guidelines
- Hardware technical support

To join the MFi Program, you will need to create or register a business Apple ID, submit an enrollment form, complete a credit review, and execute an MFi License. To learn more, read our [FAQs](#).

[Sign in to enroll >](#)

Already an MFi Licensee?

[Sign in to access your program resources >](#)

## News:

[HomeKit too Demanding for Bluetooth Smart Home Devices](#)

# KEY TAKEAWAY

While Apple's HomeKit product is very innovative, there are still glitches with integration and use that need to be resolved before distribution and mass production. Apple is providing information to app and hardware developers to educate others on how HomeKit can be integrated into systems that are currently in use.

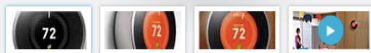


## Nest Learning Thermostat

\$249

ADD TO CART

Fast, free shipping.  
Ships in 1-2 business days.  
[Make sure it'll work in your home >](#)



## Nest Cam

\$199 each

Quantity - 1 +

Want to add Nest Aware + Video History? The first 30 days are on us.

- ☒ 10-day Video History (\$100/year)
- ☐ 30-day Video History (\$300/year)
- ☐ Just Nest Cam

ADD TO CART



## Nest Protect

\$99

Color Battery or wired ?



Selected: White + Battery

ADD TO CART

Ships in 2 days

See your home on your phone.



See every detail

Stream securely to your phone, tablet or laptop in super clear 1080p HD. Get a 130° wide-angle view of the room. Or zoom in and enhance for a closer look.



See every detail



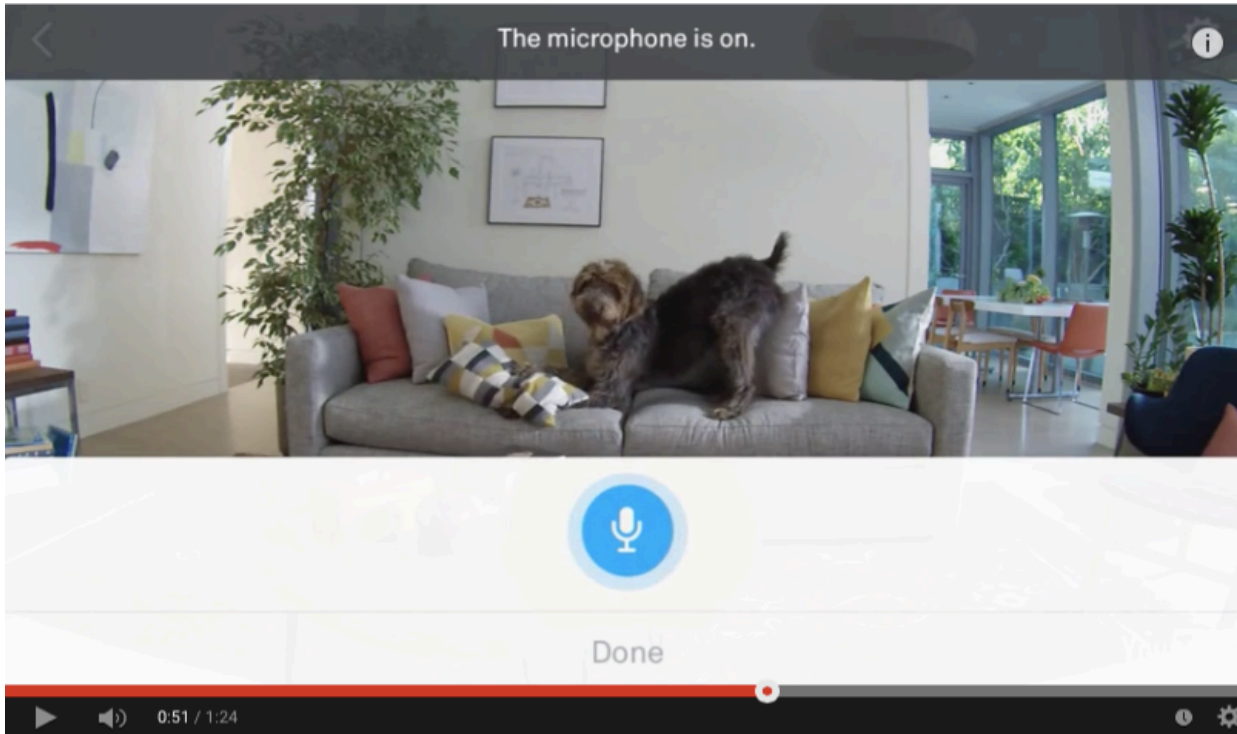
Get alerts when something happens



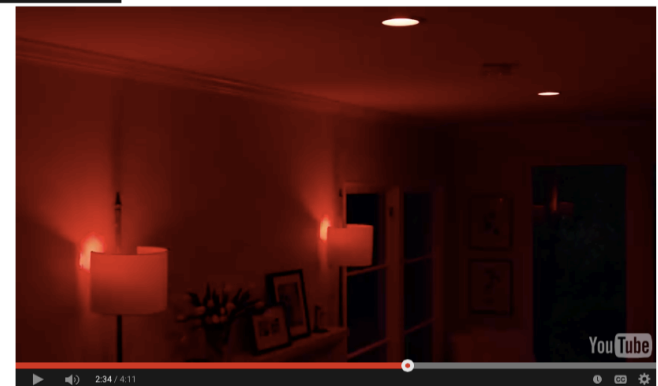
Turn out the lights



Talk and listen

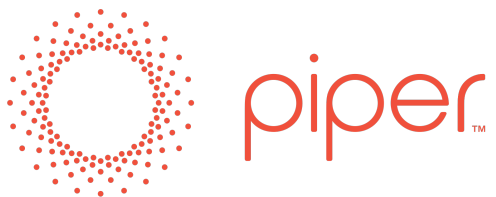


News: [ADT integrates Nest control into Pulse](#)



# KEY TAKEAWAY

ADT has integrated home security systems to use Nest. By staying up to date with such products, customers will be inclined to chose ADT.



Piper classic

**\$199.00**



- ✓ HD Resolution
- ✓ 2 Mega Pixels

- ☐ Raven Black
- ☒ Polar White

Piper Pro

**\$319.99**

Piper + 3 Accessories



- ☒ Piper classic
- ☐ Piper nv

- ☐ Raven Black
- ☒ Polar White

Piper nv

**\$279.00**



- ✓ Night Vision
- ✓ Enhanced HD Resolution
- ✓ 3.4 Mega Pixels

- ☒ Raven Black
- ☐ Polar White

Piper Ultimate

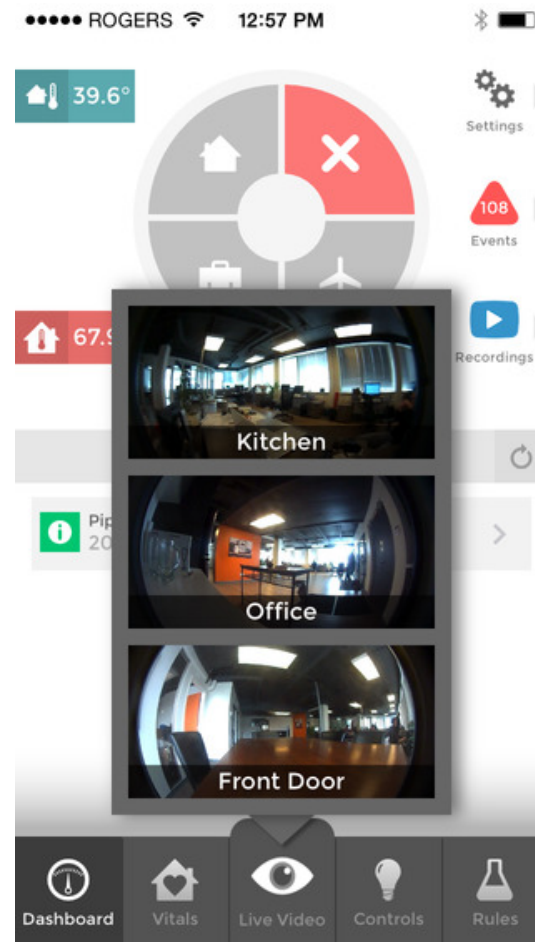
**\$979.99**

3 Piper + 5 Accessories

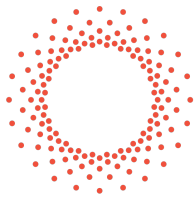


- ☐ Piper classic
- ☒ Piper nv

- ☒ Raven Black
- ☐ Polar White







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Piper @hello\_piper · Jul 16

Do Burglars Typically Disarm Security Cameras? We've got the answer in today's blog: [hubs.ly/y0-\\_1x0](http://hubs.ly/y0-_1x0)



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New Piper! [blog.getpiper.com/abby-shows-off...](http://blog.getpiper.com/abby-shows-off...)  
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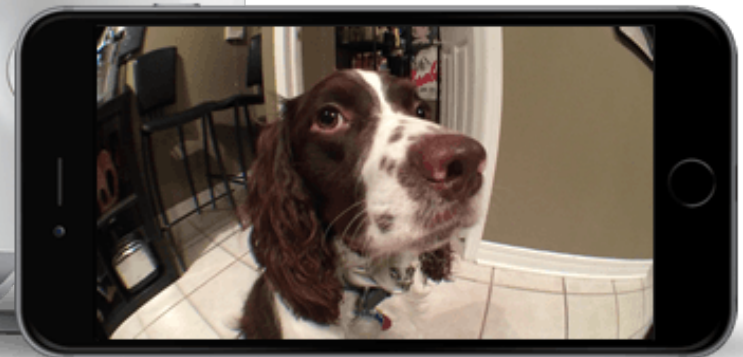
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Ellie Mecham @elliemecham · Jul 15

[@Fabulous\\_LuvBug](#) [@hello\\_piper](#) [@jaredmecham](#) yay!! You will love it.

View conversation





# KEY TAKEAWAY

People are likely to buy a system that is all-in-one. Piper is receiving positive reviews on Twitter and is connecting with consumers through blogging.

# WHAT DO PEOPLE WANT?

- Emotional connection- to feel safe
- Clean, visually appealing design
- All-in-one (health, home security, home automation)