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Belkin brings your home to your fingertips with WeMo Home Automation System

Simple technology using Wi-Fi® allows you to control household devices from anywhere with smartphone and mobile app

(Rushden, UK) – 10 January, 2012 – Belkin today launched WeMo, a line of simple, modular home automation products which allow household electronics to be controlled from anywhere using a mobile app on a smartphone or tablet. Consisting of two initial products, the WeMo Home Control Switch and the WeMo Motion Sensor, WeMo is a customisable, accessible home automation solution designed to give users easy control of their household devices and bring peace of mind to busy families and individuals on the go.

WeMo works with a home's existing electrical system and requires only a Wi-Fi® network and free smartphone app to set up and control. Simply plug the WeMo Home Control Switch into any electrical outlet and then plug in any device, such as a lamp, into the WeMo Home Control Switch. Through the free smartphone app, the item then can be turned on or off remotely or scheduled to turn on and off at set times. The second product in the line is the WeMo Motion Sensor, which works with the WeMo Home Control Switch to make your device react to motion. Used together, WeMo can create a home environment that can turn a light on when someone walks in a room, or off when no one is present.

“Traditional home automation often involves expensive custom installation, but WeMo uses familiar technology to create a plug-and-play solution for controlling gadgets and appliances remotely and is simple enough for the entire family,” said Kevin Ashton, general manager for Belkin. “WeMo is designed to make the technical part of life easier, so you have more time to enjoy the spontaneous and organic moments in life that we all cherish. It's home automation for the rest of us.”



WeMo Home Control Switch (F7C027) €49.99

- A plug that becomes a programmable on and off switch for any household device, from fans to lights
- Turns devices on or off from anywhere by using a smartphone
- Creates schedules for devices to turn on or off, and rules based on other sensors connected to Wi-Fi network
- Can work in tandem with the WeMo Motion Sensor, or as a stand-alone product
- Requires free WeMo app



WeMo Motion Sensor (F7C028) €59.99

- Detects movement so devices plugged into the WeMo Home Control Switch can be programmed to react to motion
- Requires free WeMo app

The Home Control Switch and Motion Sensor are just the beginning of a full line of WeMo products designed to create a scalable, customisable system for simple, whole-home management. Future WeMo products still in development will include a remote garage door opener, door lock, and baby monitor.

The Home Control Switch and Motion Sensor will debut at Pepcom's Digital Experience! on 9 January, 2012, in Las Vegas. These and prototypes of future WeMo products will also be on display in Belkin's booth, South Hall #30651, at the 2012 International CES, 10 – 13 January, 2012.

Availability

The WeMo Home Control Switch and WeMo Motion Sensor are the first two products in the WeMo line and will be available in summer at major retailers in Europe and online at Amazon.com. The free WeMo app will be available for download from the App Store and Android Market. Additional WeMo products will be available later in 2012.

App Store is a service mark of Apple Inc.

About Belkin

At Belkin, we are inspired by people. With more than 200 patents, Belkin invents products that harness the power of technology to enrich people's lives. From wireless home networking and entertainment, to mobile accessories, energy management, and a broad USB and cable mix, Belkin products connect the dots between people and technology. Belkin also provides public and private sector organizations with high-quality security, infrastructure, energy, and server-room solutions. A privately held company founded in 1983, Belkin has more than 1,200 employees in 25 countries. Headquartered in Playa Vista, California, Belkin can also be found on the web at Belkin.com/uk, on Facebook at <http://www.facebook.com/Belkin.UK> and on Twitter at http://twitter.com/Belkin_UK

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