

Why H2M8's WebBrick Approach? (Our "USP")

The WebBrick approach is wide open. We don't require proprietary wiring, switches, lights, heating, security or AV equipment. The *WebBrick Controller*TM bridges common electrical devices to "IP" & programmability, providing extremely robust "Local Control".

The WebBrick approach is open to extension. We, or indeed any integrator, can write code on our *WebBrick Gateway*TM to integrate existing systems, on Windows and Linux systems. You can extend its "Global Intelligence" with custom logic, and tailor its web-based user interfaces with your own look or brand.

The WebBrick approach has a very low cost of entry, from only about £500/unit. A typical new-build 4 bedroom house can cost only about £5K⁵ extra spend to totally control all lights, and provide integrated monitoring and control with heating & security systems. We believe our competitors will typically require a budget of £20K and up.

The *WebBrick Controller* will integrate with the widest range of existing switches, from MK-type rocker, through rotating dimmer-type, modern-style push buttons, those with LED feedback too, and infra red & radio frequency remote controls.

The WebBrick will switch, and with a suitable 0-10v or DMX dimmer pack, will dim the widest array of lights, incandescent, fluorescent, low & high voltage halogen, low & high power LEDs

The *WebBrick Gateway* will serve its standard status & control pages to the widest range of Web browsers, on computers, in-wall touch panels, notebooks, web pads, mobile phones, ... – We don't require expensive own-brand devices.

In addition to the attractive & full-featured Web user interface, the *WebBrick Gateway* will also feed alarms & status through SMS, email & voice, and accept commands from SMS, email & IVR (Interactive Voice Response) systems.

Though H2M8 doesn't supply audio & video components, we can control popular iTunes & uPnP/DLNA standard devices, and integrate with high end audio through their published protocols over Ethernet & serial interfaces.

Our approach to security is to integrate with existing certified panels, where we connect at relay & sounder connections, by being just one more breaker or one more sounder. The Police & insurers are not yet ready to certify Internet-driven systems, so we believe this is a cheap & practical solution.

Our approach to heating is also to integrate at a high level, to replace the boiler clock and timer, to use networkable thermostats, to monitor lights and temperatures on the boiler, to provide status and control through the *WebBrick Gateway*.

H2M8 is a young, specialised, enthusiastic company, with a mission to improve living and reduce energy consumption, implemented with a team of software, electronics & marketing veterans with previous individual successes and an average 20 years experience each, principally funded by the team itself.

⁵ Based on 8 *WebBrick Controllers*, 1 *WebBrick Gateway*, termination of up to 144 CAT5e, 1 day termination work, 16 dimmed devices, standard switches, basic monitoring & control of typical heating and security. System design/consultancy costs extra – this costing is based on multi-unit rollout, by a trained installation partner.