

# THE REVOLUTION OF SMART HOME EXPERIENCE

**BroadLink**



BroadLink DNA

# Revolution of Device Pairing Experience



2011 | AP configuration  
1<sup>st</sup> gen of device pairing tech  
for smart home



2013 | SmartConfig™  
1-button device pairing  
on app



2018 | FastCon™  
Auto device pairing on  
app or AI speaker

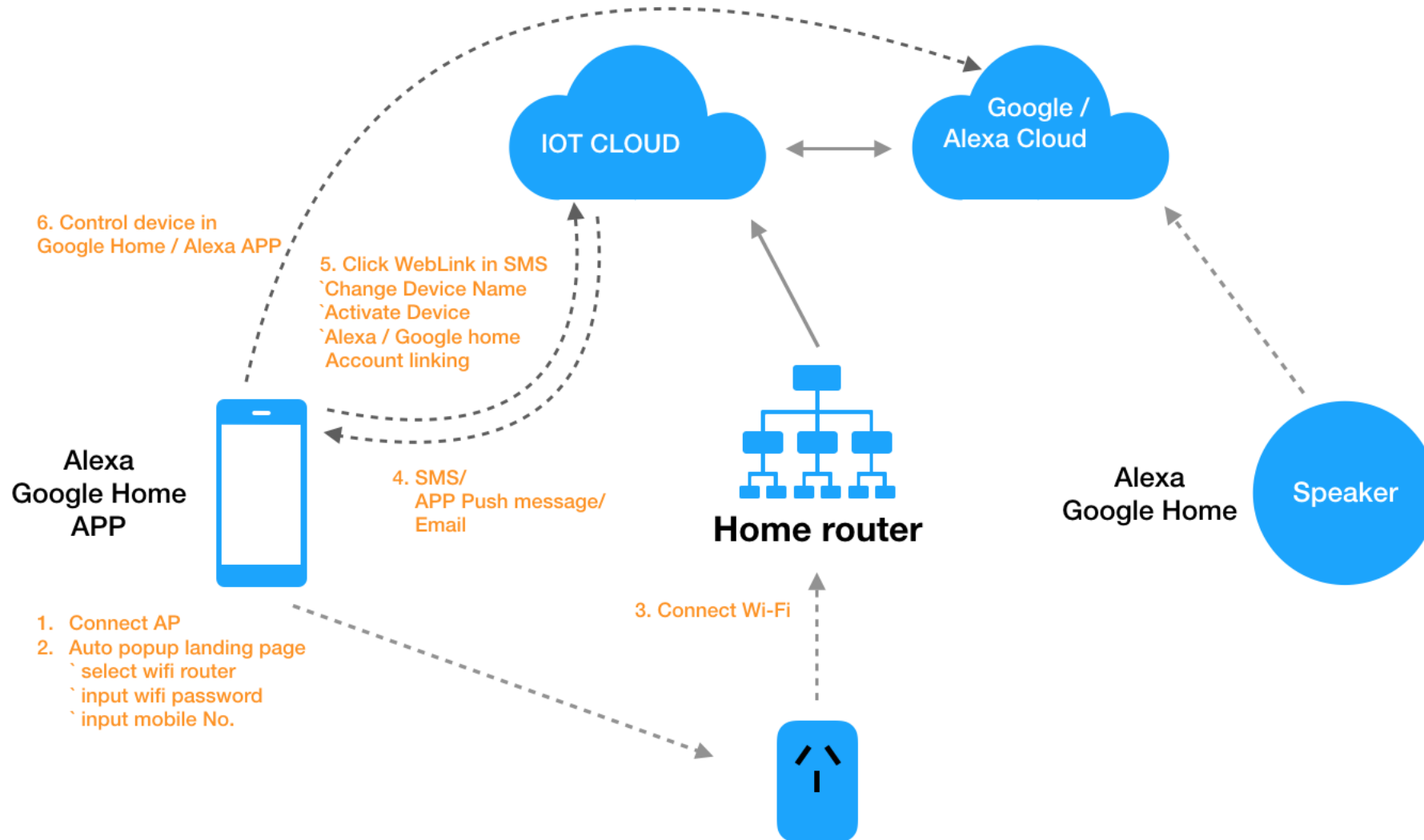


2019 | NoApp™  
Device pairing without  
any 3<sup>rd</sup>-party apps

2011 2012 2013 2014 2015 2016 2017 2018 2019 .....

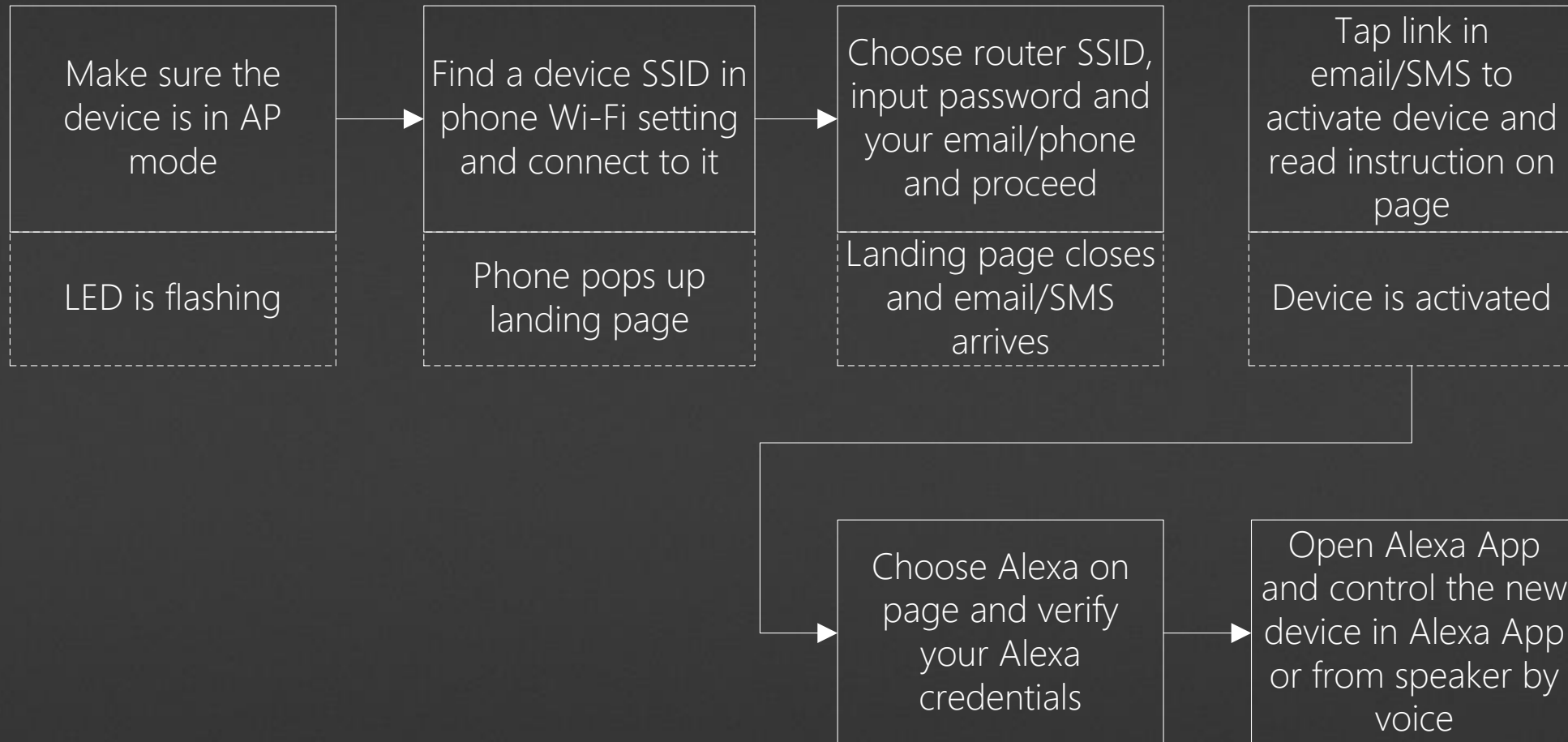


# How NoAPP Works



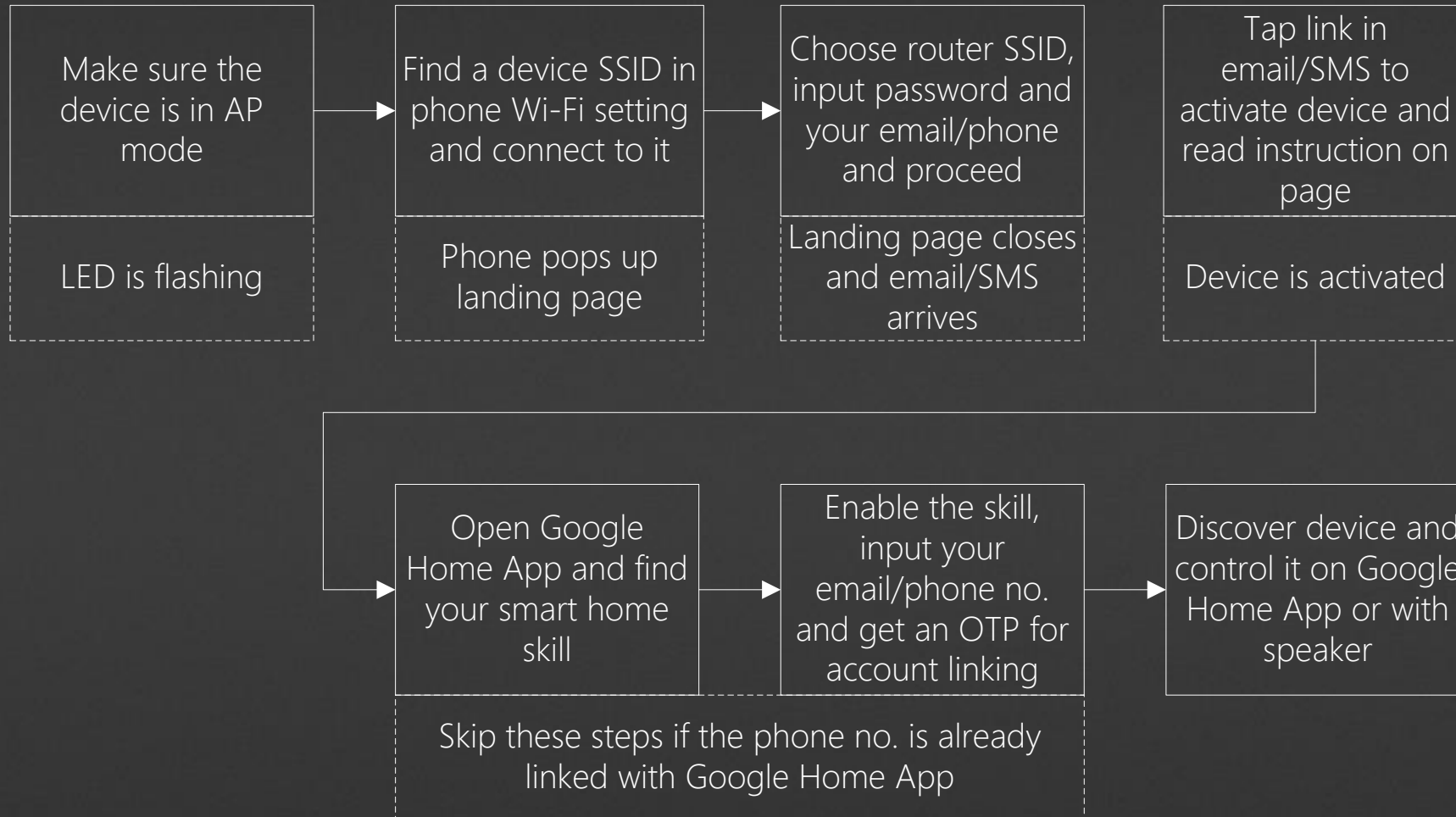
# How NoAPP Works

For Alexa



# How NoAPP Works

For Google



# Comparison between NoAPP & Traditional Setup

Before Purchase

## Traditional

Hard-to-Choose, Doubtable

"I don't like to download a new app just for controlling a bulb sometimes and I doubt the design of app. I need to consider carefully which app I should use 😞"



## NoAPP

Easy-to-Choose, Trustable

"Just using Google Home or Alexa App is so cool! I trust the apps I frequently use, and I don't need to hesitate to choose a product without 3<sup>rd</sup>-party app 😊"



# Comparison between NoAPP & Traditional Setup

Prepare for Setup

## Traditional

Requires careful reading of manual or experience

There are so many steps before setup: ☹️

1. Fully read user manual
2. Download app
3. Choose a server
4. Register an account
5. Set up your home
6. Select device type (for most of apps)

...

Then you finally get into the device setup page

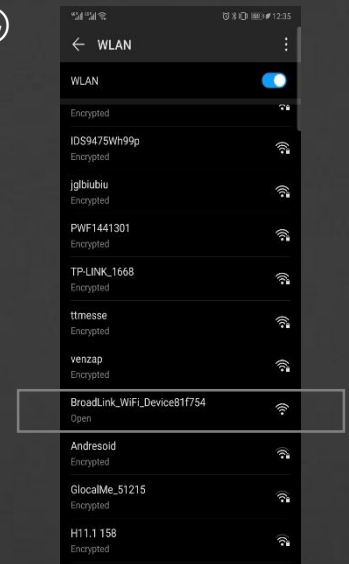
## NoAPP

Super-easy without learning or experience

Just need to know one step: 😊

1. Connect your phone to device Wi-Fi AP

Then you get a landing page quickly for setup



# Comparison between NoAPP & Traditional Setup

Setup Process

## Traditional

Uncertain result & No feedback

During device setup, you will: 😞

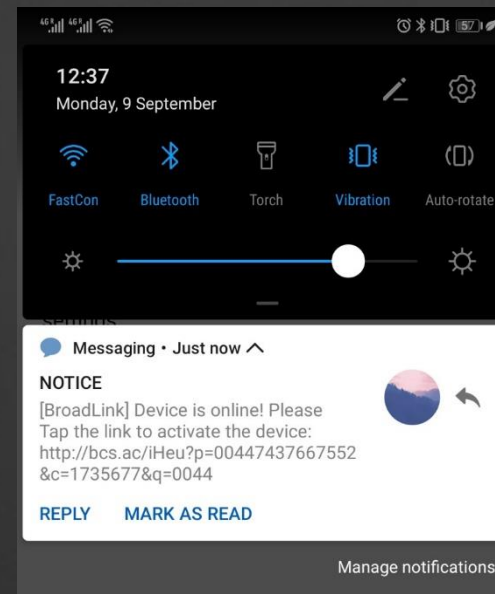
- Get only 90% success for 1<sup>st</sup> try
- Not know if the device is online or not

## NoAPP

Guaranteed success & Always informed

During device setup, you will: 😊

- Get almost 100% success for 1<sup>st</sup> try
- Get email/SMS to inform the device is online





# Comparison between NoAPP & Traditional Setup

User Privacy

## Traditional

Your privacy might be collected

For example the app "Smart Life" requires permissions including but not limited to: 😞

- Location
- Photo and video
- Audio recording
- WLAN multicasting
- Bluetooth admin
- Full network access
- Prevent phone sleeping
- Run at startup
- Run foreground service
- Change audio setting
- ....

Why I need to open so many permission to them?

## NoAPP

No App = No privacy concern

During the use journey, we only require: 😊

- Your Wi-Fi router password
- Your country (to locate server and specify phone prefix)
- Your phone number or email (as account)

That's done !

# Comparison between NoAPP & Traditional Setup

Bugs and Updates

## Traditional

Unpredictable troubles

Using traditional apps, you may: ☹️

- Face some bugs that make you unhappy or even stop devices working
- Encounter crashes
- Need to wait long time for app updates

Some bugs or crashes are even caused by OS updating and they are inevitable. Almost no one can guarantee a hassle-free user experience.

## NoAPP

Real hassle-free

With a simple web-based interface: 😊

- It never crashes or stops working
- It can be updated on cloud instantly

# Comparison between NoAPP & Traditional Setup

Complex Features

## Traditional

Support full features

Traditional apps can support all features with devices as they designed 😊

## NoAPP

Support limited features

NoAPP is simple and effective but some of complex features cannot be supported. 😞

But Google Home / Alexa App is also evolving themselves and will support more and more exciting features in the future. For example Alexa already support "Routines" which is like triggers in 3<sup>rd</sup>-party apps



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