

WHAT WE DO

We help people manage what matters most to them— their family, home, or business. We build and operate *the* online service that gives them greater control over their busy lives, by offering an easy and affordable way to see, know and respond remotely to the comfort and safety of their “life assets”— from anywhere, at anytime. Our service delivers a new level of active, personal content and control, beyond traditional security, and much richer than home monitoring. The iControl platform is designed to support millions of users with a range of specialized applications. Our platform enables us to deliver customized services for our partners— the service providers, telecommunications companies, Internet portals, elder care organizations and home builders— who bring our services to market. We enable our partners to offer a differentiated service that can increase their revenues, help reduce churn, and reinforce their brand.

WHAT WE MAKE

We build and operate the award-winning service through which users receive their active, personal content in a web browser on their cell phone, PDA or PC. With cameras, thermostats, light modules, sensors and other devices placed at their home or business, users can see what’s happening at any location, from anywhere. They can get information about alarms, view or take pictures, and receive email or text message alerts when devices are triggered. Further, they can set schedules for devices to activate as well as pre-define actions when devices are unexpectedly triggered. For the first time, consumers have an online service that is easy-to-install, easy-to-use, entirely Web-based, affordable and comprehensive in the information it provides.

Customers begin by buying a starter kit and subscribing to the online service. Our service is designed for every family and small business. In addition, our platform that runs these services has broad appeal for specialized applications— real estate and property management, energy management, and much more.

WHY WE BEGAN

We began out of frustration that technologies to integrate our homes, children and businesses into our busy lives was incomplete, difficult to use, and expensive to install and maintain. Three years ago, we founded iControl Networks to offer an online personal service that enhanced any lifestyle, was easy-to-use, easy-to-install, complete and affordable.



SUMMARY

Palo Alto-based iControl Networks is a venture-backed software and services company that helps people manage what matters most to them— their family, home or business—through its award-winning online services. iControl Networks partners with service providers, telecommunications companies, Internet portals, elder care organizations, and home builders to brand and bring its services to market.

Visit us at www.icontrol.com.

WHO WE SERVE

In the US, our end user market is the 76 million adult baby boomers that want help in knowing that their children are safe, checking in on a property or business, and being assured about the well-being of their elderly parents. We also serve the 52 million family caregivers who provide care to someone that is ill or disabled and want to know that they are well. Our service appeals to the buyers of the approximately 1.7 million new single-family homes built annually as well as the owners of the existing 4.3 million vacation homes. Finally, we serve the needs of the 3.8 million small business establishments such as stores, professional offices, and restaurants whose owners want to check on customer activity and staff, the appearance of their business remotely, and more. We target similar customers in Canada and Europe.

HOW WE SELL

iControl sells through channels that have a relationship with end users in our target markets. In particular, we partner with Internet service providers, carriers, and cable companies seeking additional differentiated services to increase revenues, help reduce churn, and reinforce their brand. In addition, we work with Internet portals, consumer electronics retailers and manufacturers, elder care organizations, security companies, and residential home builders to bring our service to their customers. We also sell direct to customers not served by these channels.

WHO WE ARE

Based in Palo Alto, CA, we are a venture-backed software and services company. Our management team consists of seasoned professionals who have founded, led or worked for consumer electronics firms, telecommunication and software companies, and online services including AOL, Audio-Highway, Cisco, Echelon, Harman Kardon, IBM, ROLM, and Voquette over the past 25 years.

Reza Raji Founder, President and CEO

Chris Stevens Founder and Chairman

Gerry Gutt Founder and Chief
Software Architect

Steve Bennet CFO

Greg Roberts VP of Marketing

Marc Baum VP of Engineering

Wes Worth VP of Operations

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