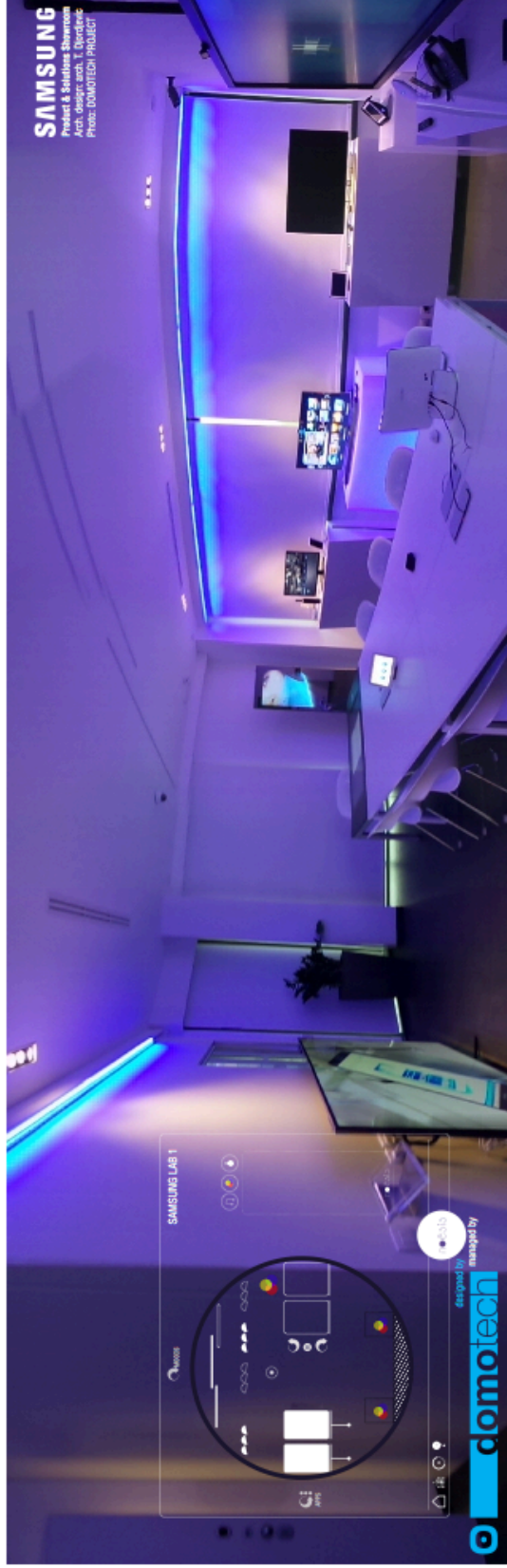


Domotech transforms Samsung's technical department "Products & Solutions" into an innovative space, where innovation and pleasantness work together.



The initiative and project idea was born when Samsung's marketing directors visited the Domotech Show room (Milan, Italy): a space in which the company displays the best of home automation thanks to the Noësis system, the apple of the eye of Domotech's production.

Domotech Show room is, in fact, a large home studio characterised by minimal design and invisible perceptive technology, generating smart living experience.

There, it is possible to experience full capacities and features of Noësis, a user interface representing and controlling real environment. With a simple touch the space can be adapted to the time of day or to the whim of the moment. The house thus adapts to the needs and desires of its inhabitants, through contexts in which audio, video, lighting, safety, air temperature etc. can be managed as a simple, integrated system.

"Samsung believed that this mode of managing rooms could be an added value to the technical showrooms, where clients and partners come into contact with Samsung's solutions", explained Eros Ghezzi, Domotech's Managing Director. "Then, they asked us to insert a 'Noësis touch', to turn the presentation experience into something pleasant and captivating".

Domotech's intervention extended to all work phases, from concept to design, from execution to the practical building of the systems and the programming of user scenarios. Its action was concentrated on lighting scenarios, on music diffusion and the management of blinding panels; an accurate programming has made it possible to integrate all these features, giving life to veritable scenarios of colours and sounds. The system is based on the KNX protocol, for maximum simplicity of management and full interoperability between devices.

"The realisation was completed in record time, working from December 17th to January 7th, but the great effort was accompanied by great satisfaction. We are very content, and it seems that so are the users: Samsung notified the increase of successfully signed deals since the room was equipped with Noësis".

The pioneering part of Domotech's intervention was forming safer and simpler access to the rooms thanks to the interaction of NFC (Near Field Communication) reader and Android 4.4 cell phone. To be more precise, door opens or closes according to the command given, thanks to the Host Card Emulation, a technique that makes the cell phone "recognisable" as access key, so simple and safe that it will soon be used also for contact-less credit card payments.

"Collaboration with Samsung was very satisfying, from different points of view: starting with similar views to our shared decision-making and operational modalities, a co-branding cooperation is allowing us to further expand and diffuse the knowledge about our solutions and our brand."

