

Corporate Fact Sheet

What We Do

We help working adults manage what matters most to them, be it their children, elderly family members, their home, vacation home, or even a small business. We provide monitoring and control solutions that for the first time are easy-to-install, easy-to-use, entirely Web-based, affordable and comprehensive in the information they provide. Our solutions are designed to meet the business and technical needs of broadband service providers, Internet portals, and telecommunication companies through whom we sell.

What We Make

The iControl solution is comprised of three elements: the iControl box, dozens of devices (cameras, motion sensors, door/window sensors, emergency pendants, water sensors, thermostats, lighting modules, etc.), and a personal web page through which a consumer can monitor their property, check in with family members, or manage their business. They can get information about alarms, view images or live video, and receive email or text message notifications when devices are triggered. Further, they can set schedules for devices to activate as well as define automated responses when devices are unexpectedly triggered. All of this functionality can be managed and viewed from a browser on their PC, PDA, or cell phone. Consumers buy our solution as a starter kit and subscribe to an access service.

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. Two years ago, we founded iControl Networks to redefine home monitoring solutions so that they enhanced our lifestyles, were easy-to-use, easy-to-install, complete and affordable.

Who We Serve

Our end user market is the 76 million adult baby boomers in the US 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. Our solutions appeal as well to the owners of the approximately 4.3 million vacation homes. We are also attractive to owners of small businesses such as gas stations, professional offices, and restaurants who want to check on customer activity and the appearance of their business remotely.

How We Sell

iControl will sell through channels that have a relationship with consumers in our target markets. In particular, we focus on Internet service providers (ISPs) that need to offer additional differentiated services to reinforce their brand, increase revenue and reduce subscriber churn. Other potential channels include Internet portals, carriers, cable and satellite companies, popular consumer sites, consumer electronics retailers, and security companies.

Who We Are

Our management team consists of seasoned professionals who have founded, led or launched home automation businesses, consumer electronics firms, online services, and software companies over the past 20 years.

Reza Raji, Founder, President and CEO
Chris Stevens, Founder and Chairman
Gerry Gutt, Founder and Chief Software Architect
Steve Bennet, CFO
Brian Mellea, VP Marketing
Wes Worth, VP Operations

Summary

Palo Alto-based iControl Networks is a software and services company providing mass market solutions for the home monitoring market. iControl Networks partners with service providers, Internet portals, consumer electronics companies, and telecommunication companies to bring its solutions to market. iControl is privately funded. Visit us at www.icontrol.com.