

NETATMO

Same home, just smarter

Halloween and Bonfire Night see a spike in burglaries in the UK, but only 1 out of 3 households have a security system



Home insurance claims for malicious damage are 1.5 times higher during the spooky season, and 44% of homeowners fear a burglary when out, according to a Netatmo study.

London, UK – October 30th, 2018 – Halloween and Bonfire Night are the dates when burglary claims are the highest in the UK¹. Bonfire Night itself is the most dangerous night of all, with reported household thefts up by 22% versus other days of the year². The early dark nights and absent neighbors provide opportunistic burglars with the perfect cover for break-ins.

While recent police data suggests 95% of burglaries and robberies across the UK go unsolved³, a survey carried out by YouGov for the smart home leader Netatmo, shows that half of UK

¹ Aviva, Halloween and Bonfire Night see the highest numbers of burglaries, fires and car thefts and malicious damage, research suggests, October 2016. Available [here](#)

² Ibid.

³ Press Association, 95% of UK burglaries and robberies not solved, data suggests, 17 June 2018, available [here](#)

homeowners worry about their property while they are away from home⁴. In fact, 43% Brits fear a burglary when they leave their house⁵.

Traditional precautions against burglars are no longer effective

Netatmo's research reveals that 61% of homeowners make the effort to ask their relatives or a neighbour to monitor their home while they are away, and 32% ask them to simulate their presence. But leaving a light on and having someone collect your post is no longer effective against thieves. Particularly not on the most dangerous nights of the year. Even if a home is equipped with a traditional burglar alarm, the thief is gone by the time the police arrives, usually leaving no trace.

Nevertheless, only 1 in 3 Brits have equipped themselves with a security system, with the main obstacles to buying being the products' cost and associated monthly subscriptions (37%).

However, smart security cameras can replace traditional surveillance systems, and improve safety around the home. They are easy to install, less expensive than a complete video surveillance system and in the case of some brands like Netatmo, they work without a monthly subscription.

The smarter solution to home security

Netatmo's range of smart security cameras allows users to leave their home with peace of mind. With Netatmo's Smart Indoor and Outdoor Cameras, users can keep an eye on their home when they are absent. Thanks to accurate notifications delivered straight to their smartphone, they always know what is happening at home and whether someone is trying to break into the garden, car, or house. This way, homeowners can act immediately and call the police if necessary.



Netatmo's Smart Outdoor Camera distinguishes between people, cars and animals. The camera analyses in real-time if someone loiters around the home, if a car enters the driveway or if a pet is in the garden. It comes with a smart floodlight that helps users find their way safely at night or deter any unwanted visitors.

Netatmo's Smart Indoor Camera can recognize faces and alerts users immediately if an intruder is detected. The camera is also able to detect acoustic alarms, sending users a notification and recorded video footage when it hears the smoke alarm, CO alarm, security alarm or siren go off.



PRICE AND AVAILABILITY

The Smart Outdoor Camera is available at the recommended retail price of £249.99 at major retailers such as John Lewis, Argos, Dixons retails, CEF and Amazon.uk.

The Smart Indoor Camera is available at the recommended retail price of £199.99 at major retailers such as John Lewis, Argos, Shopdirect, Dixons retails, CEF, Smartech and Amazon.uk.

⁴ Netatmo and Yougov, security survey, June 2018

⁵ Ibid.

Users can also benefit from the Netatmo PRO installation service. On www.netatmo.com/uk/profinder they can easily find the nearest professional electrician certified to install the Netatmo cameras.

The Netatmo Security app is completely free and compatible with iPhones from iOS 9 and Android smartphones from 4.3.

The Security web app is also available on PC and Mac.

About Netatmo

Netatmo is a leading smart home company creating simple, beautiful smart solutions for a safer and more comfortable home. The company's ambition is to bring useful technology, to the most intimate place you own. In order to pursue this goal, Netatmo follows four commitments that embody the company's DNA:

- Durable design: no planned obsolescence.
- Privacy at its core: from the conception phase, we ensure that we can guarantee data protection.
- Useful & reliable: our products make your life easier.
- Thoughtful notifications: we notify you only when it is important.

Since 2012, Netatmo has launched thirteen devices and accessories to meet the main demands of the smart home industry. The company offers different solutions to automate the home and make life easier, from its first product in 2012 to today. In addition to its main product range, Netatmo collaborates with key industrial leaders with its "with Netatmo" program to expand its reach and continue to grow strategically with smart integrated solutions that fit in your home's infrastructure. Thanks to this strategy, Netatmo can bring simpler, easier and better home experiences.

Netatmo, same home, just smarter.

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