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Telekom CR-facts

The all-round app for the entire home and family - MagentaZuhause App

The Consumer IoT division has developed the open, cross-manufacturer smart home platform and the MagentaZuhause App. This gives customers the opportunity to combine devices from different companies easily and individually and to control them via app.

During the reporting period, the MagentaZuhause App was launched on the market. The app makes living together easier thanks to many useful functions and completely new options for home network management as well as extensive SmartHome functions.

With the MagentaZuhause App, our customers stay even more connected to their home and loved ones. Even when they are on the move. And the app is for the whole family - the whole home. To-do and shopping lists, reminder functions support our customers in their everyday organisation. Checking the home network, activating and sharing the guest Wi-Fi and optimising the Wi-Fi are just some of the numerous options for home network management with the MagentaZuhause App.

Wi-Fi or IP devices can be connected directly to the app and no longer require a SmartHome control hub. This makes it easier for our customers to get started in the connected home. In addition, the app can also be used to control MagentaTV content - also by voice.

During the reporting period, we were able to further increase the number of devices that are compatible with the Smart Home platform. Customers can already choose from several hundred different Smart Home devices: With a Speedport

Smart 4, customers also have the option of using it as a Smart Home hub. In addition, the MagentaZuhause App now supports Wi-Fi radiator thermostats from the new partner Eurotronic and smart plugs with consumption measurement from WiZ as well as other devices from SONOS, D-Link and Ledvance.

At the Red Dot Award: Brands & Communication Design 2022, the MagentaZuhause app was awarded one of the coveted Red Dot in the category "Apps - Smart Homes".

Twice a year, the experts of the international UX Design Awards honour excellent design that contributes to the creation of a more positive living environment. The MagentaZuhause App was nominated by the jury in the "Product" category.

The World Smart Home Awards 2022 have been awarded - and four of our Smart Home products have been honoured: SmartHome Home Base, SmartHome door/window contact optical, SmartHome Wi-Fi adapter plug (indoor) and SmartHome Wi-Fi LED lamp E27 coloured.

The MagentaZuhause app offers a high level of protection - as attested by the independent institute for IT security, AV-TEST GmbH. The security test 01/2022 concludes for the first time that the app prevents manipulation by external parties and that communication is secure. The next test of the platform by AV-TEST GmbH is planned for the beginning of 2023.

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