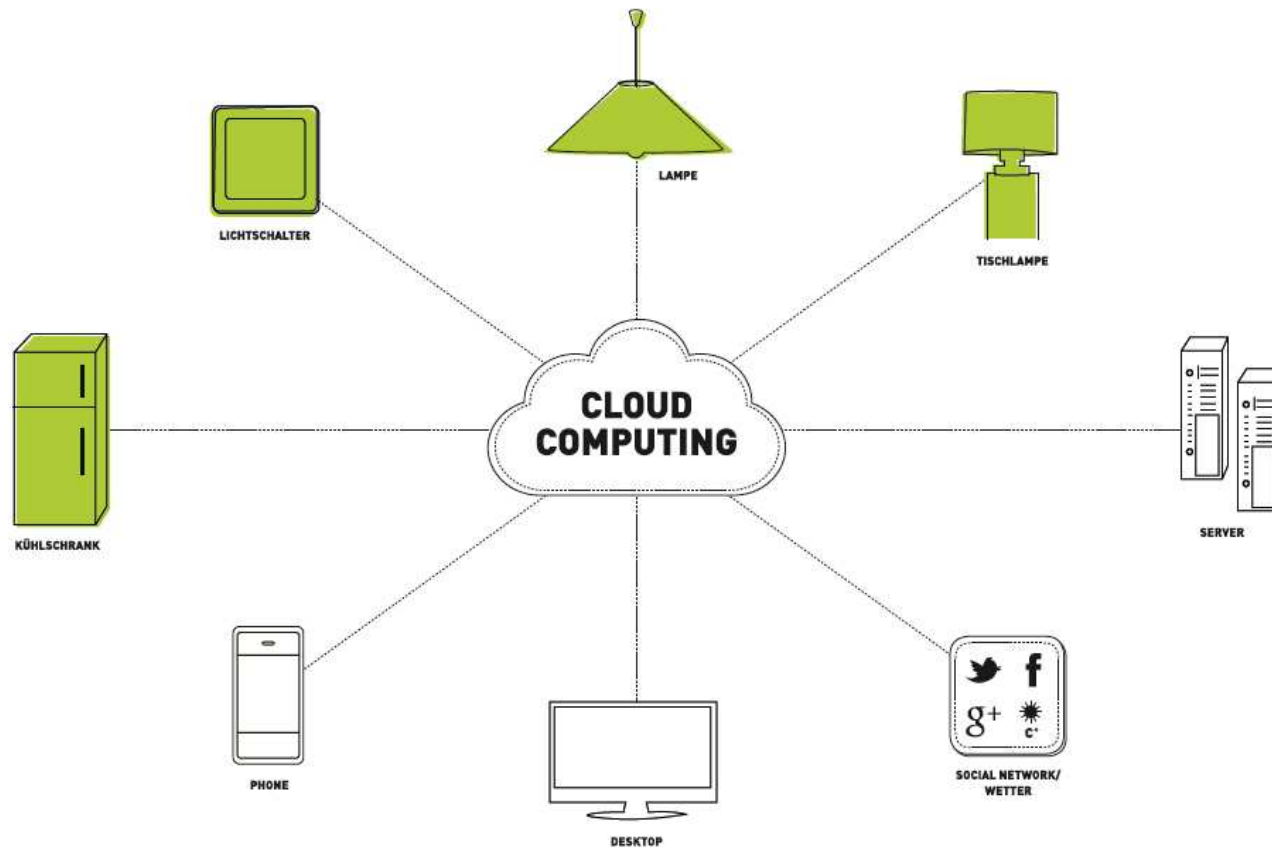




Business opportunities.

Martin Vesper
Sept 20th 2012

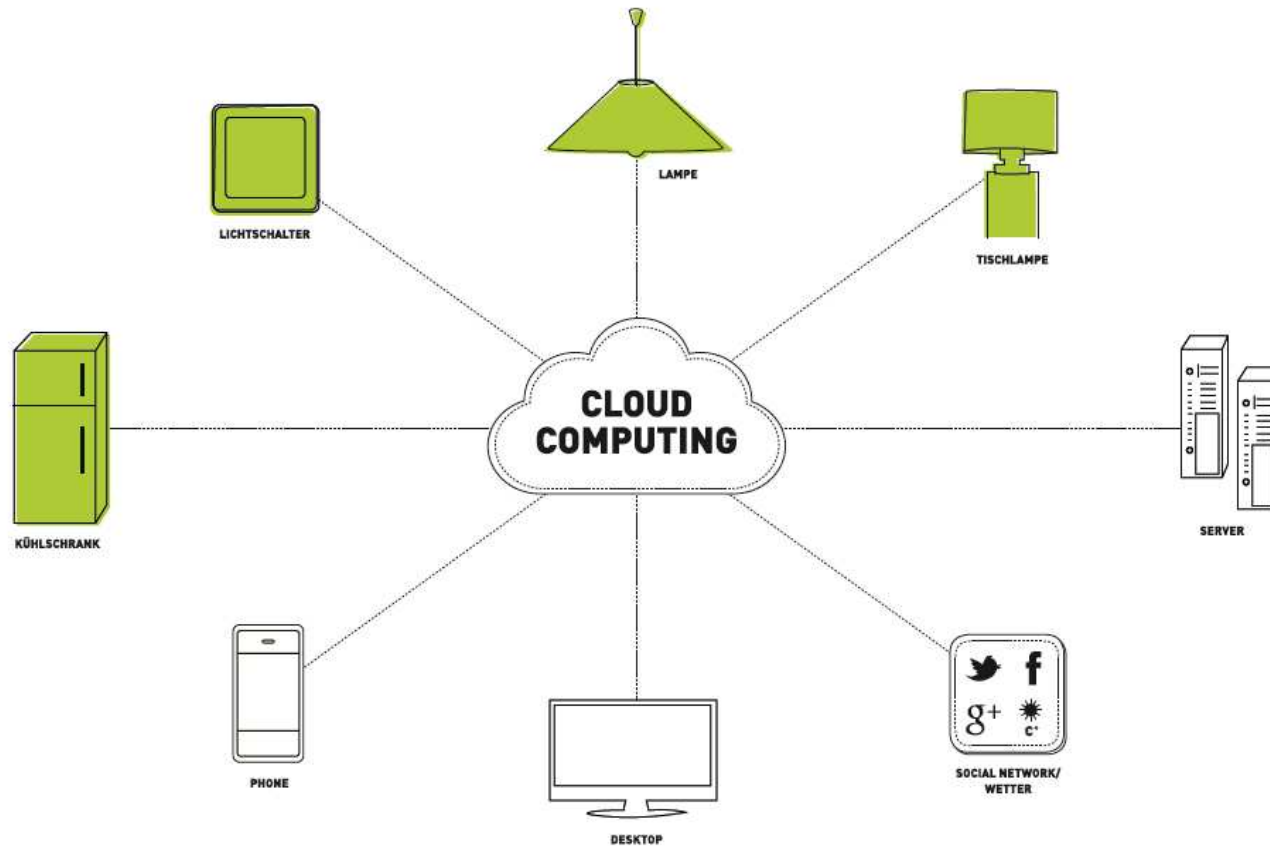
Connectivity means change*.



AIZO determined to build an digitalSTROM ecosystem, because it will bring great value to customers.

**A very warm welcome to all of you,
who want to use the change to bring
value to the customer.**

digitalSTROM integrates every electrical devices.



How to make business and money with digitalSTROM.

directly

and

indirectly

Directly through ...

You sell digitalSTROM.

You sell your product for digitalSTROM customers.

You develop applications and sell it yourself or through partners or to partners.

Indirectly through ...

You sell more of your product.

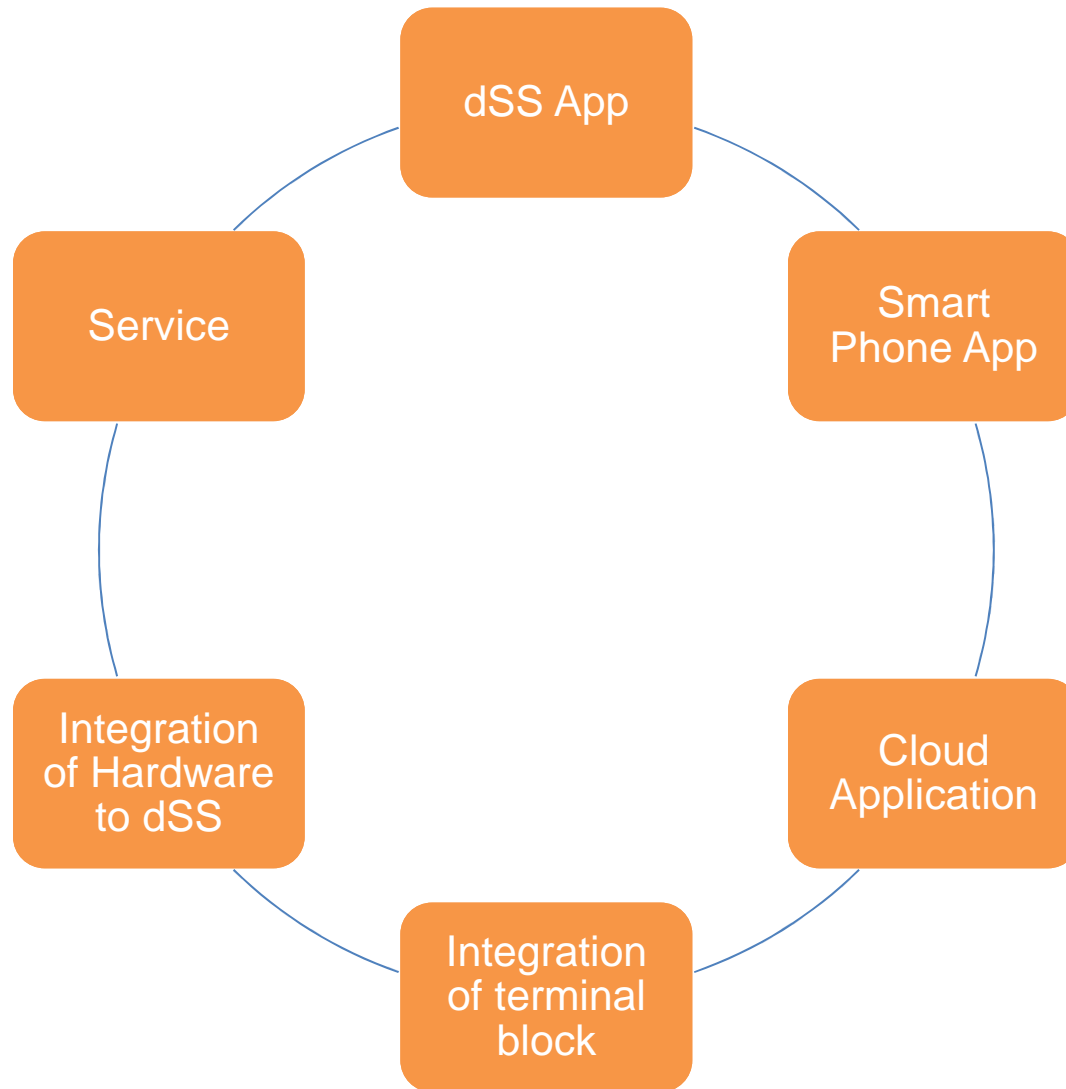
You sell your product at a higher margin.

You sell a new „digitalSTROM“ product.

You get more efficient through digitalSTROM.

Where to integrate?

Areas of integration.



Good examples.

Make your device more capable.

Integration of terminal block.



- Part of the system.
- Dimmable.
- EAN identification.

Give it higher quality.

LEDO with digitalSTROM dimmer.



- Linear dimming experience through customized dimming-curve.

Enlarge your customerbase and improve your product.

The screenshot displays the Bidgely web interface. At the top, there are several icons for different features: Anwesenheit (Presence), Auto Off, Benachrichtigung (Notification), Benutzerdefiniert (User-defined), Bidgely Meter, Eragy Meter, Mobile Remote Control, and dS Doku. Below these icons is a browser window showing the Bidgely website. The main content area features a 'bidgely' logo and a section titled 'Energy Consumption'. This section includes a sidebar with 'Net Consumption' at \$3.28 and a main area with a bar chart showing consumption in kW over time. The chart is set to 'Day' view and shows a significant peak on Monday, June 25th. A tooltip indicates a total consumption of 88 W on Friday, June 29th at 4:37 PM. The interface also shows the sensor ID 'XX00005e9-Eas' and an 'Avg Rate' of \$ 0.2 / kWh.

Set you into a better competitive place.



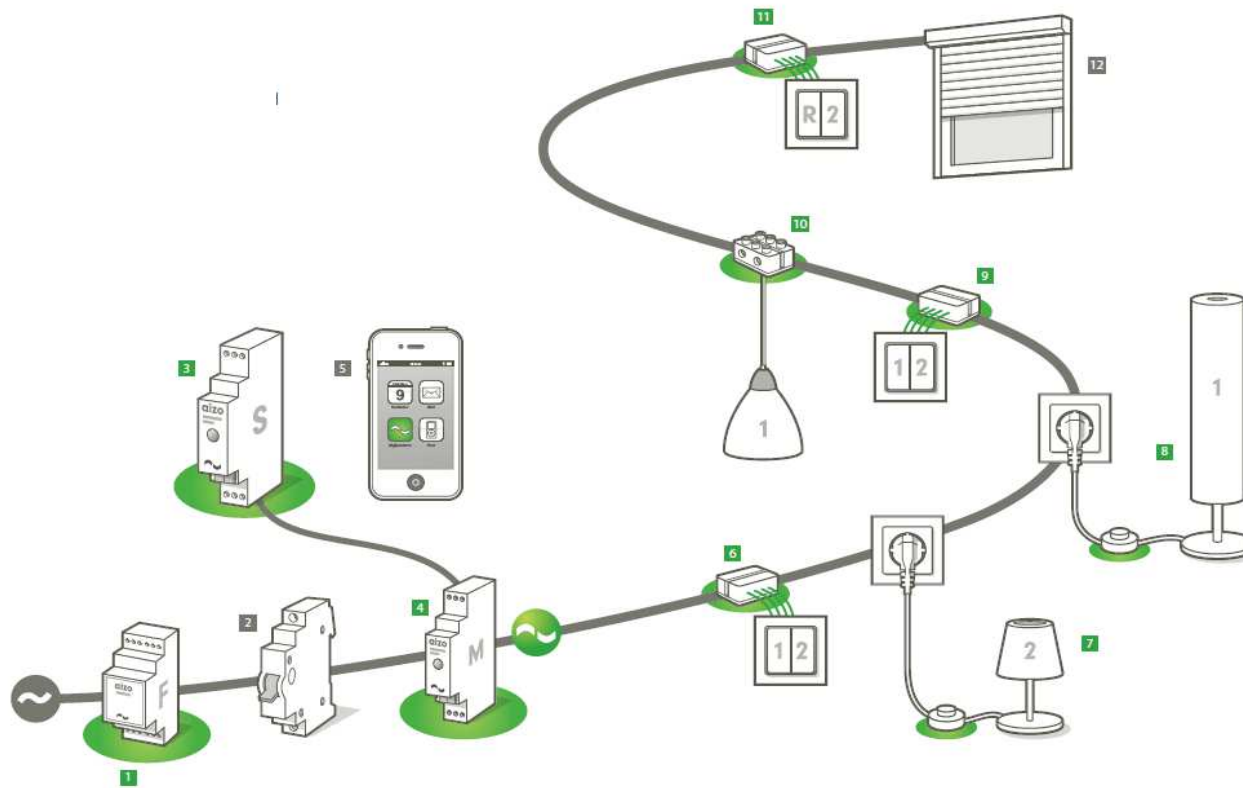
Wohnsiegel
Europäisches Markenhaus

Innovationspreis

What do we offer?

A superior product.

Communication, open, highly customizable, adaptable to innovation, future proof.

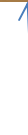
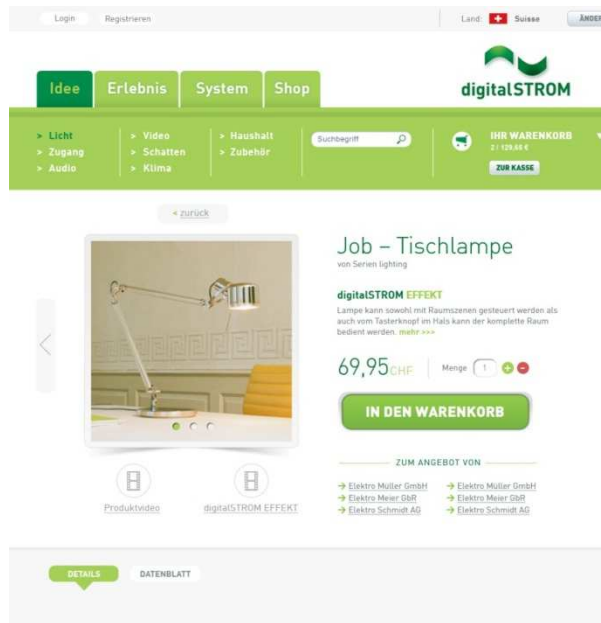


A great customer base.

- Innovative.
- First mover / first followers / early adopters.
- With specific interest in the house.
- Open to new features.
- Partly willing to test and share results.

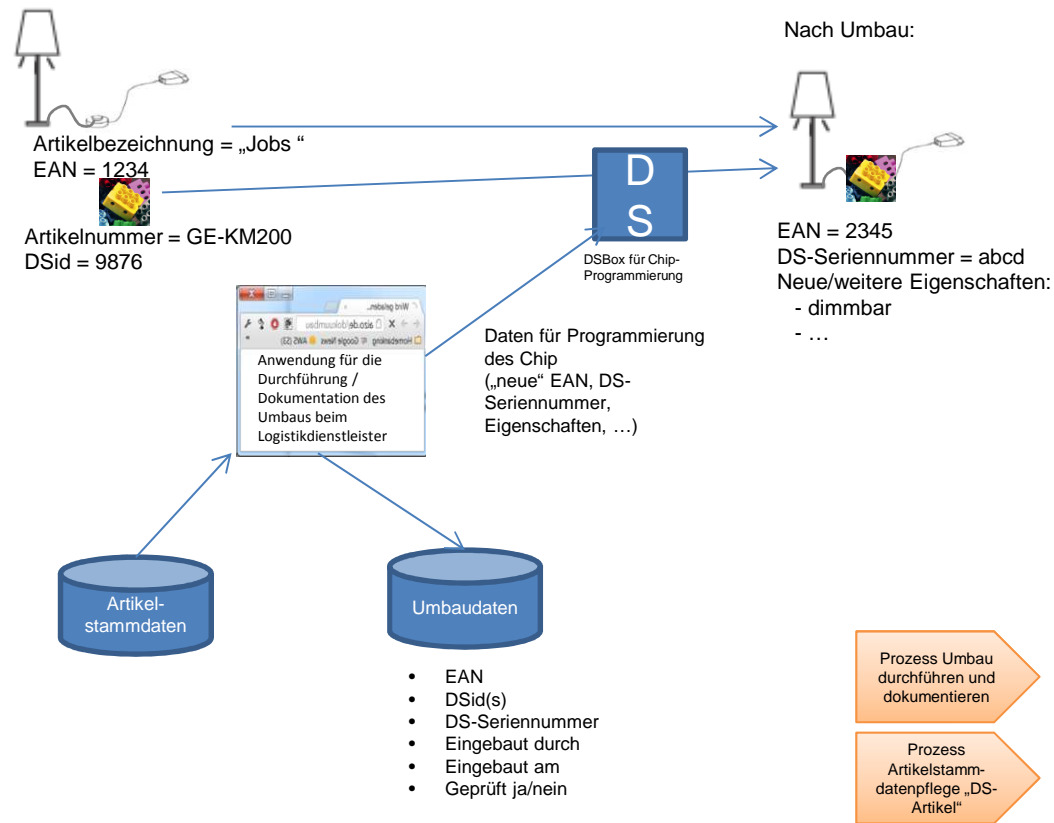
We provide special processes 1.

Hybrid logistics: hardware



We provide special processes 2.

Hybrid logistics: data / software.



Marketing opportunities and sales channels.

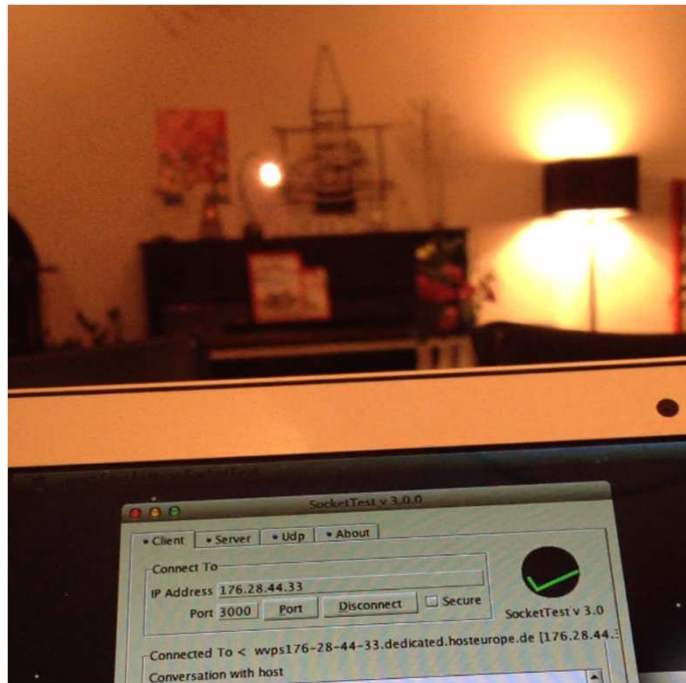
The collage illustrates various digitalSTROM marketing and sales channels:

- Device Selection Interface:** A screenshot of a web application titled "Bearbeiten Geräteeigenschaft" showing a list of manufacturers (ETANA, Keyled, LEDO, LUXIXON, OSRAM, PHILIPS, PHILIPS alt, SEBSON MEDIA, TOSHIBA) and a selection of LED bulb types (E27 bulbed Retrofit, E27 LED bulb, E27 bulbed Retrofit E27 LED bulb, manual).
- digitalSTROM-Konfigurator:** A browser window showing the website interface with navigation tabs (Aktivitäten, Räume, Hilfe) and a "Verwenden" section with icons for "App öffnen", "Anwesenheits...", "Auto Off", "Benachrichti...", "Benutzerdefi...", "Bidgely Meter", "Eragy Meter", "Login", "Registrieren", and "dS Doku".
- Trade Show Booth:** A photograph of a trade show booth with a green and white design, featuring the digitalSTROM logo and the slogan "DER NEUE STROM KANN MEHR.".
- Marketing Banner:** A large green banner with the slogan "WER HAT, DER HAT - IMMER MEHR DAVON." and the digitalSTROM logo.

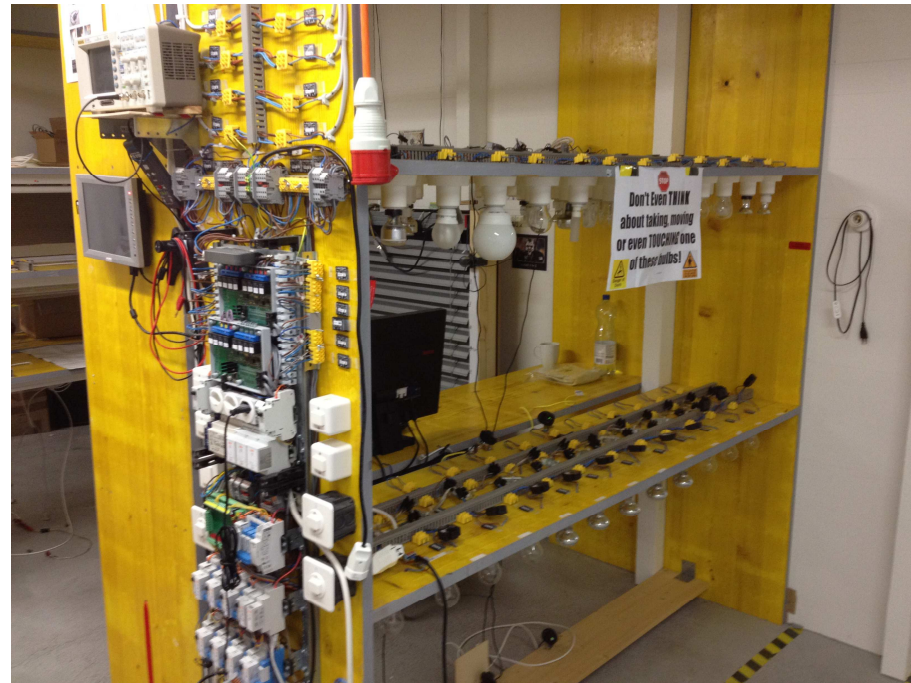


We can test.

In real homes.



In our testrack.



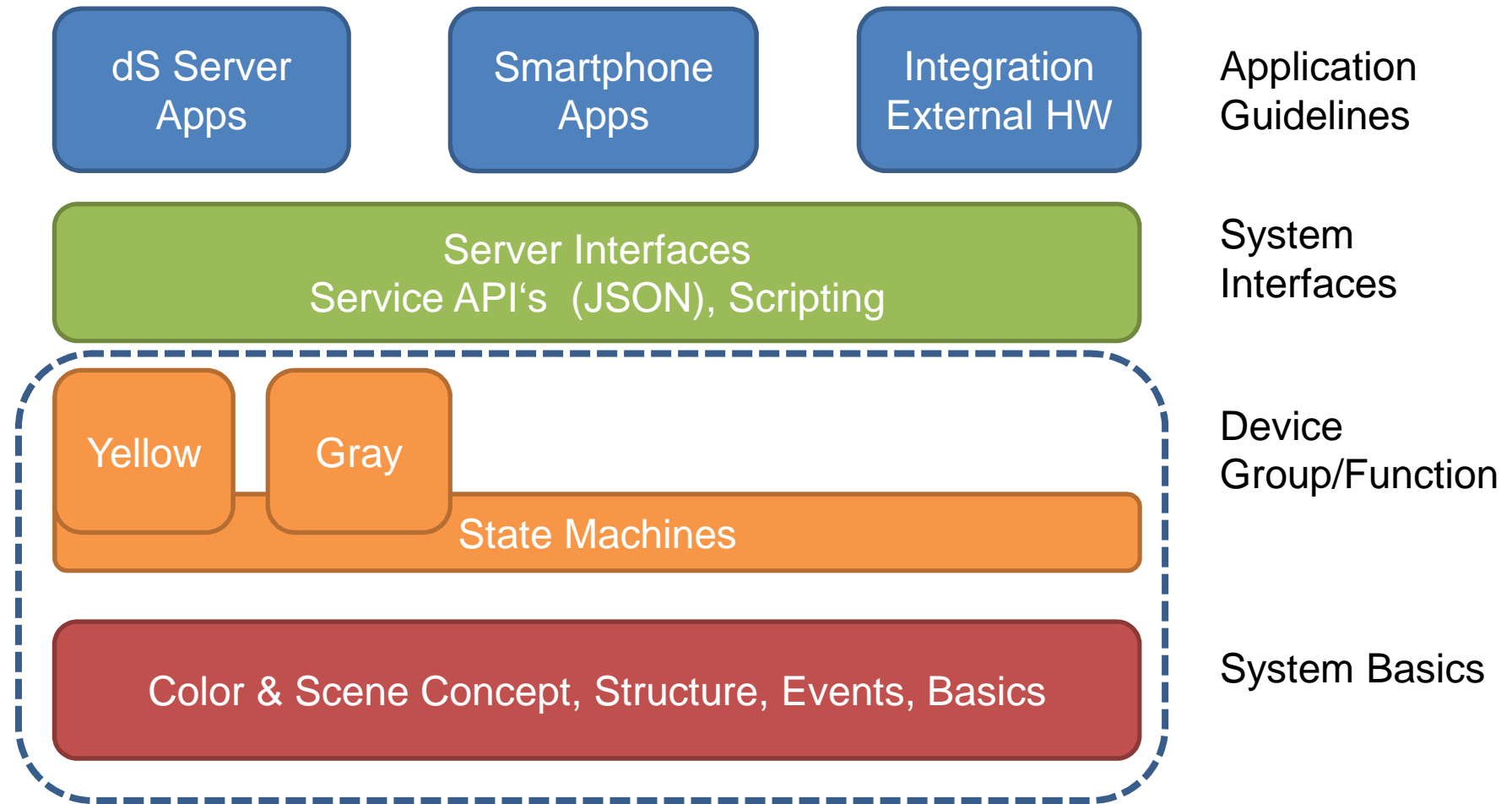
We support.



**AIZO determined to build an
digitalSTROM ecosystem for it's
customers.**

What about today ?

Learn about the opportunities of digitalSTROM system.



What about tomorrow?

Talk to us about your idea.

With my alarm, a dimmed light goes on.

By light bulb failed,
but the system
bought already a
new on

.....



I have total insight in
to energy
consumption
and the system
automatically reduces
the consumption
month by month.

I move through the house, and the light goes with
me as I had a candle in the hand.

And thereafter?

Talk to us about how we can help.

Your business



aizo

Let's do something great for the customer.

With digitalSTROM sky is the limit...



Thank you very much!