Unidata, in collaboration with Enel X and ZTE, launches Gigafiber Smart Home, the first integrated smart home connectivity solution accessible to all

- **The collaboration between the three partners aims to develop integrated services for increasingly advanced and cost-effective smart home management**

- **According to the results of research carried out by PoliMi's Internet of Things Observatory, the Internet of Things market in Italy was worth 6 billion euros in 2020, 505 million euros of which attributable to the Smart Home, partly due to the effects of the Ecobonus and Bonus Domotica**

Rome, May 3rd, 2021 – It is now possible for users to control home heating and lighting and monitor their family's energy consumption in real-time, all through their internet modem.

In collaboration with Enel X and ZTE, Unidata launches **Gigafiber Smart Home**: the solution is a true revolution in the market as it integrates Unidata's superfast connection with all the functionality of Enel X's Homix smart home, offering customers an increasingly advanced and integrated service at an extremely competitive price.

"The choice of this partnership, embodies everything that characterises and will continue to characterise all our lives in the future, both at home and at work: high performance, speed, the Internet of Things and Home Automation," **said Renato Brunetti, Chairman and CEO of Unidata.** *"We are pleased to be able to collaborate with Enel X and ZTE who share our vision for this great solution, which is also a great project."*

"During Enel X's first three years, we have demonstrated how sustainability and convenience can be compatible with each other," commented **Andrea Scognamiglio, Head of Global e-Home at Enel X.** *"The collaboration with Unidata and ZTE makes us particularly proud because it further consolidates our strategic vision. By using a device that is present in everyone's home, such as the modem, we are making our Homix Smart Home ecosystem even more accessible, at no extra cost to the end customer."*

"*We are very proud of this partnership with Unidata and Enel X, two great Italian success stories,*" concludes **Hu Kun, President of ZTE Western Europe and CEO of ZTE Italia.** "*We want to be a company that promotes innovation in the country. Thanks to this ultra-fast connectivity and to Smart Home, we are one step ahead.*"

For a launch promo of **27 euros a month**, **Gigafiber Smart Home includes the ultimate in FTTH technology up to 1 Gigabit, unlimited calls** to all national landlines and mobiles, a **Homix Smart Modem**, a ZTE Wi-Fi modem with an integrated smart home management system, plus a **Smart device** from the Homix Smart Light Bulb and Smart Room range**.**

With **Homix Smart Modem**, a device that everyone has in their homes, such as a modem, becomes the gateway to more advanced solutions that are both easy to use and convenient for users.

A single device can be used to access multiple services: internet connection, smart lighting control, smart temperature and energy usage control, and integrated security using home monitoring. These can all be managed directly from smartphones using the Homix app. Alexa users can also download the Homix skill for voice control, making home management even easier and smarter.

The domestic Internet of Things market is evolving constantly, now featuring a new, advanced solution that makes integrated home management even simpler by combining connectivity and energy services.

Data on the IoT market in Italy, with particular reference to home automation

According to the results of research carried out by PoliMi's Internet of Things Observatory, the Internet of Things market in Italy was worth 6 billion euros in 2020, 505 million euros of which were attributable to Smart Home, partly due to the effects of the Ecobonus and Bonus Domotica that have driven sales of smart boilers, thermostats and air conditioners. Security solutions such as video cameras, door and window sensors and connected locks retain the top spot in terms of market share (21%) with a value of €105 million (although this is down 30% on 2019). The smart home speaker market has continued to grow, joining security solutions in first place, with a value of 105 million euros (+10%) or 21% of the market. Connected boilers, thermostats and air conditioners for managing heating and air conditioning benefited from the Superbonus and Ecobonus incentives, registering 15% growth, with sales of 75 million euros, equal to 15% of the market. Over two-thirds of Italian consumers have heard of the smart home at least once (69%, or +1%), the level of knowledge is highest among 18 to 34-year-olds (82%) and among users who are most familiar with technology (89%). The percentage of users who own at least one device (43%, +1%) and the use of smart functionality is also increasing (19% have increased their use, 13% have reduced it).
This market is constantly evolving and the arrival of 5G could help to standardize and consolidate it. It would improve interoperability between the different IoT devices that can be integrated into the home environment and would help further optimize the smart home experience.

Unidata
Unidata S.p.A. Telecommunications, Cloud and IoT operator. The company was founded in 1985 by three partners who are still with the company. With a continuously expanding fiber optic network of over 3,000 km, a wireless network and a proprietary data center, it provides business, wholesale and residential customers with ultra-wideband connectivity services with FTTH (Fiber to the Home) direct architectures, wireless connectivity, VoIP services, cloud services and other dedicated solutions, with a high level of reliability and security. Other activities in the operational start-up phase relate to the Internet of Things (IoT), with the development and supply of solutions for the home automation and Smart City markets.

Enel X

Enel X is Enel Group's global business line offering services that accelerate innovation and drive the energy transition. A global leader in the advanced energy solution sector, Enel X manages services such as demand response for around 6 GW of total capacity at global level and 123 MW of storage capacity installed worldwide, as well as around 186,000 electric vehicle charging points made available around the globe[1]. Through its advanced solutions, including energy management, financial services and electric mobility, Enel X provides each partner with an intuitive, personalized ecosystem of tech platforms and consulting services, focusing on sustainability and circular economy principles in order to provide people, communities, institutions and companies with an alternative model that respects the environment and integrates technological innovation into daily life. Each solution has the power to turn decarbonization, electrification and digitalization goals into sustainable actions for everyone, in order to build a more sustainable and efficient world together.

e-Home: is Enel X's global business unit that enables customers to make their homes more efficient, intelligent and comfortable by offering an ecosystem of sustainable solutions that are accessible to all.

ZTE

ZTE is a supplier of advanced telecommunications systems, mobile devices and business technology solutions for consumers, operators, companies and public sector customers. As part of ZTE's strategy, the company is committed to providing customers with end-to-end integrated innovations to deliver excellence and value as the telecommunications and information technology sectors converge. Listed on the Hong Kong and Shenzhen stock exchanges (stock code H: 0763.HK / stock code A: 000063.SZ), ZTE sells its products and services in over 160 countries. www.zteitalia.it.

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[1] Public and private charging points. It includes interoperability points.