



Nexia™ Home Intelligence Dealer Guide - Product, Features, Functions and Benefits

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1. Navigating the Home Automation Marketplace



Navigating the Home Automation Marketplace

If you, like many American Standard dealers, are not completely familiar and comfortable with the home automation marketplace, the idea of selling Nexia Home Intelligence products to your customers might seem a lot like trekking into the wilderness: You're not sure exactly where you're headed, what you'll encounter, and how to prepare.

This guide to navigating the home automation marketplace will provide the answers you're looking for and help you understand how to sell connected products. It will:

- introduce you to the major categories of home automation
- explain how to position Nexia Home Intelligence against other offerings in the home automation and connected controls markets
- explain how to position yourself as a knowledgeable, trustworthy consultant who has made a long-term investment in home automation

Let's start with the major categories of home automation and where Nexia fits within them.

Home Automation Market Segments

The home automation market can be divided into the following general categories:

- Monitored security
- Self-monitored home automation
- Thermostat-centered home automation
- High-end home automation

Bear in mind that these categories are not mutually exclusive. For example, a homeowner or installer could combine a monitored security system with elements of self-monitored home automation.

Monitored Security

This market segment's primary focus is to install branded, proprietary home security systems for the purpose of:

- detecting trespassers and intruders
- detecting fire, gas, and water leaks
- providing video surveillance

ADVANTAGES

- **Third-party monitoring** – Monitored security systems have the most appeal to homeowners whose primary concern is personal security in the form of active, around-the-clock monitoring by a third-party. Monitored security purchasers like the idea of having someone else monitor their home even if they (the homeowner) don't have time to do so.
- **Third-party response** – Monitored security companies typically notify police, private security, or other emergency responders in the event of an alarm.

DISADVANTAGES

- **No self-installation** – Monitored security systems must be installed by the service provider.
- **Closed system design** – The service provider installs and supports only components specifically designed for use with that system. Once installed, the components must be monitored and maintained by the service provider. Because choice is limited, additions and upgrades can be costly.
- **High up-front installation cost** – Rather than pass this along to customers immediately, service providers typically offset installation costs by requiring homeowners to sign a fixed-term service contract. It may then take as many as 30 months (2.5 years) for the service provider to break-even on installation. This is why they typically assess a financial penalty if the owner cancels the contract before the term expires.

- **Frequency and cost of false alarms** – Some homeowners report annoying false alarms if they don't disable the system fast enough when arriving home. Some cities charge false-alarm fees to these homeowners because it ties up their resources on false alarms. Some systems therefore alert the homeowner before calling police to ensure there is an emergency.

DOMINANT BRANDS

- ADT
- Vivint
- Comcast / Xfinity Home
- AT&T Digital Life

Self-Monitored Home Automation

This market segment appeals to homeowners who prefer a more “hands-on” approach to home automation. Consumer surveys reveal that up to 87% of respondents want the ability to remotely monitor their home while away.

Self-monitored systems are typically open, modular, and sold through retail as well as wholesale channels. Many systems can be self-installed and maintained by the homeowner. By definition, the homeowner is responsible for controlling and monitoring whatever has been installed. Remote control and monitoring are via the Internet, using a smartphone, tablet, or PC. Nexia Home Intelligence falls into this category.

ADVANTAGES

- **Scalability** – Homeowners can install as many or as few home automation modules to their home as they like, whenever they like, with a wide selection of competitively priced options.
- **Desirability** – Our market research reveals that 87% of consumers surveyed want the ability to monitor their home while they're away.

- **Cross-compatibility** – Most products produced by other manufacturers that use the same communications protocols are cross-compatible. Modularity and wireless connectivity keep installation costs and service fees low.

DISADVANTAGES

- **No third-party monitoring option** – Some homeowners may prefer to pay a third-party to monitor their home for them, especially if self-monitoring is inconvenient or impossible.

- **Homeowner installation and maintenance** – Some homeowners may prefer to pay someone else to be responsible for installing, adding, and maintaining products in their homes.

DOMINANT BRANDS

- Nexia Home Intelligence
- Lowe's Iris
- Mi Casa Verde

Thermostat-centered Home Security

This market segment offers homeowners a one-size-fits-all home automation solution: one or more thermostats with wireless remote control.

ADVANTAGE

- **Simplicity** – The thermostat is most often installed in a new home, with a new HVAC system, or retrofitted to an existing one. Homeowners get one product with a fixed feature-set, which they can either use or not use, for one set price. Homeowners whose sole concern is client management may need nothing more.

DISADVANTAGE

- **Limited scope and scalability** – A homeowner who wants to expand beyond the limits of the thermostat’s feature-set or compatible products may need to add a separate home automation system, with all of the issues of compatibility and different sources of customer support that this implies.

DOMINANT BRANDS

- Honeywell
- Nest
- Ecobee

High-End Home Automation Solutions

This market segment’s primary focus is to install cutting-edge custom solutions for wealthy clients who want a state-of-the-art home automation. In addition to all of the features of monitored security, high-end solutions also offer:

- Industrial/commercial level security and surveillance systems
- Custom-installed hardware for automating flat panel displays, windows, doors, gates, pool covers, etc.
- Custom-developed software for controlling the hardware, linking to remote control units, and integrating with wireless Internet control

ADVANTAGE

- **Customization** – If a home automation solution is available, the system’s integrator can most likely find a way to integrate it into the home. Homeowners get a home that fits their home design, personal needs and lifestyle exactly, with little if any compromise.

DISADVANTAGES

- **Scalability** – As custom systems grow in size and complexity they become increasingly difficult to troubleshoot and maintain. The homeowner may be tied to the integrator who designed their home system since others may not be familiar with how it is set up.
- **Maintenance** – System maintenance may need to be done by the system integrator. Since the homeowner will be unable to make changes on their own updates, maintenance can get costly.
- **Cost** – Many of these systems are proprietary and cost tens of thousands of dollars to install. Any change requires the integrator to add/remove a device or change the setup, at additional cost to the homeowner.

DOMINANT BRANDS

- Crestron
- Control 4

Head-to-Head: Nexia Home Intelligence vs. Monitored Security

There are literally hundreds of different home automation products available, with more being introduced every month. It would be impossible to be familiar with them all. Fortunately, you don't have to. What you do need is familiarity with how Nexia Home Intelligence compares with the other approaches to home automation we described above. These are the differences your customers should be aware of to decide whether Nexia is a good fit for them.

	NEXIA HOME INTELLIGENCE	MONITORED SECURITY
Contract	No long-term contract The homeowner has a monthly payment and can cancel at any time by calling U.S. based customer service.	Multi-year contract The service provider typically doesn't "break-even" on the sale until approximately month 30, which is why they charge a heavy fee for early cancellation.
Monthly cost	Free - \$9.99 Depends on options. A service charge of \$9.99 is charged if the homeowner opts to expand beyond the base setup of one control plus appliance/repeat module.	\$20-\$60 or more per month
Notification	Homeowner The homeowner will receive alerts and be responsible for notifying authorities if necessary.	Police or other emergency responders The system may notify authorities directly or it may notify the homeowner before contacting authorities to minimize false alarms.
System expansion	Many options Homeowners can buy additional devices from a variety of providers (dealers, retailers, etc.)	Limited options Typically the homeowner must purchase additional options from the installing dealer.
Installation	DIY or professional installation available	Security service provider Devices typically can be installed only by the provider who holds the homeowner's contract. Additional devices often result in higher monthly fees.

Keep in mind that none of this information should be taken as a knock against monitored security systems. They are often the best solution for homeowners who do not feel safe in their homes and whose primary concern is security. That said, also keep in mind that the segment of the market has remained at approximately 20% of the market for more than a decade. Our focus is the other 80% of the market; homeowners who are more interested in convenience, flexibility, scalability, and control—anywhere, any time.

What makes Nexia different?

- **Future-ready platform** allows you to customize your home with a wide range of Nexia products today, as well as any that may be introduced tomorrow.
- **Scalability** allows you to expand your entire system over time with any number of compatible components from a variety of leading brands. You can add them yourself or pay someone to install them for you.
- **Automatic updates** give you new features and ways to control your home automatically.
- **Intuitive design** based on extensive research and user feedback on what controls are most simple and straightforward yet flexible.
- **Affordable** so you can have the benefits of home automation without the cost of legacy or heavily customized systems.
- **No long-term contracts or cancellation fees** so you have flexibility and choice without penalties.

Overcoming Objections

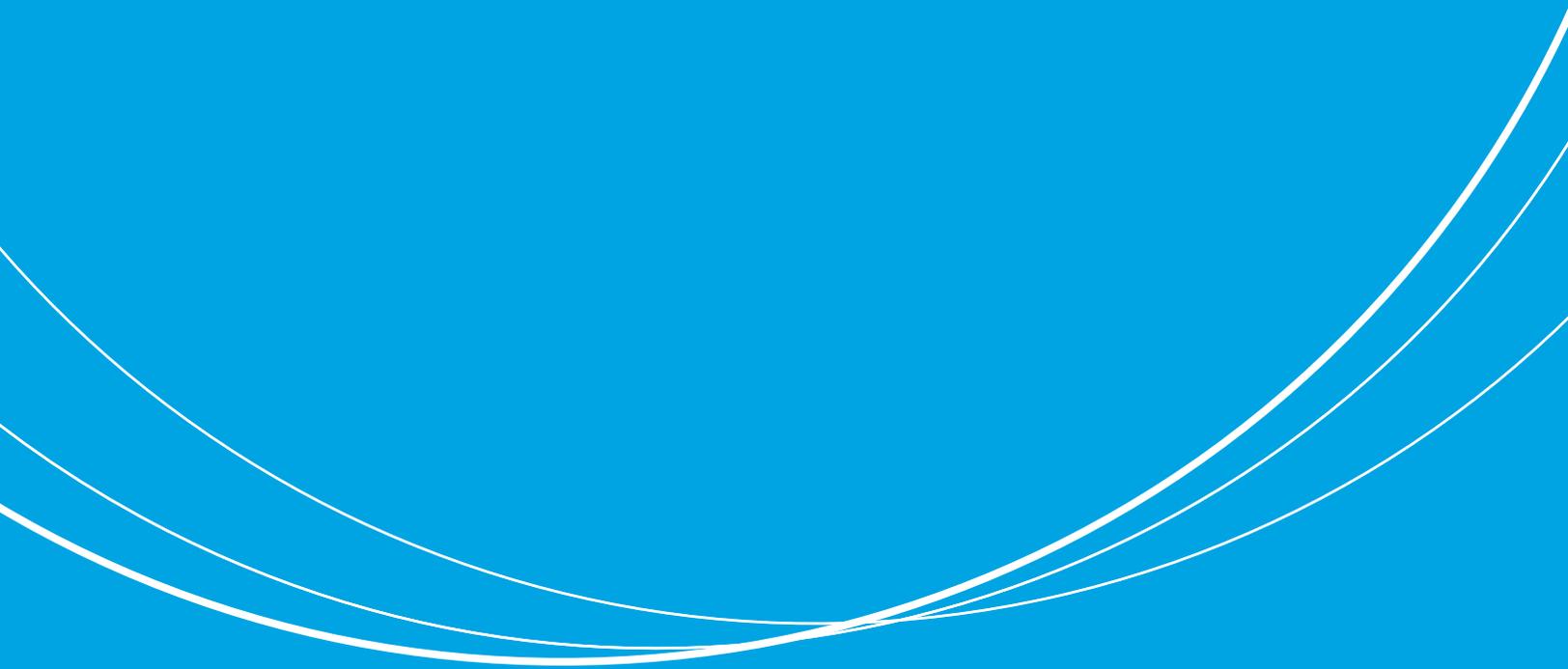
It is hard to be prepared for every question that may come up about any competitor. Shift the focus back to fundamental questions that the homeowner should be seeking answers to, such as:

- Who is the competitor?
- Do they have an app/portal or is it just hardware?
- Do they offer a service? If yes, how much?
- What do you get for the service? Is it a full control offering or narrow in focus?
- Do they only sell hardware?
 - How much is the hardware?
- What technology do they use?
 - Is it open or proprietary?
- How is the product/solution distributed?

Overcoming Objections Continued

- How long have they been in business? (Start up or established business)
- Do they have toll-free customer support?
 - For all products, brands?
 - How is their support?
- Is the solution professionally installed, or is it DIY?
 - If a professional installs, how much?
- Do they support mobile apps?
- Do they support energy management?
- Other general thoughts about the competitor?

2. Customer Qualification



Step 1

As you converse with the homeowner, ask open-ended questions (questions that require explanation rather than a yes or no answer) and listen for clues that Nexia Home Intelligence may be a good fit for their needs and lifestyle.

Keep in mind that Nexia customers span all ages and income brackets. Our population is split fairly evenly among age and income groups, so different people may value different parts of Nexia. In general, homeowners are a good fit for Nexia if they:

Are comfortable with technology and have technology in their home.

Common characteristics include:

- Broadband Internet access
- Smartphone (Android or iPhone) and/or tablet (Android, iPad, Kindle)
- Personal computer (purchased within the last five years)
- Awareness of new technology and products

Use technology to make their lives easier. Common characteristics include:

- Trust the Internet
- Shop online
- Bank online
- Use online travel sites
- Use smartphone apps

Travel often and lead an active lifestyle.

- Travel for work or with family
- Own a second property, vacation home, or cabin

Pay for quality, value, and things that save them time, such as:

- Have or had lawn service
- Are comfortable with paying more to get more

Have high-definition cable TV or stream media on their computer.

Take great pride in their home.

- Do projects around the home
- Occasionally remodel and make sizeable improvements

Are aware of the monetary and environmental costs of energy use.

- Looking for ways to increase efficiency and reduce energy bills
- Looking for ways to save energy to help the environment

Are concerned about home security.

- Generally feel safe, but would like ways to monitor what is going on at home
- Have paid for monitored security in the past

Step 2

Determine whether the customer is familiar with Nexia and Z-Wave technology.

If so: Skip ahead to Step 4.

If not: Provide a clear, simple, and brief explanation of how the technology works. For example:

Nexia Home Intelligence allows you to stay connected to what matters most. It's versatile: You can do things like adjust your thermostat, schedule lights, unlock and lock the door, view live video... You can even get alerts when someone enters your house or when it's time to change your A/C filter—and you can do it all from your smartphone, tablet, or computer.

Nexia is also easy to afford, use and expand: You can start with just one thermostat and add other low-cost Nexia compatible products throughout your home any time you like. You can install them yourself or, if you prefer, we're happy to install them for you.

To get you set up, we'll install the thermostat like normal. We'll also set you up with a Nexia Home Bridge that enables the remote control and monitoring capabilities. All of your Nexia compatible products communicate wirelessly with the Bridge, and the Bridge communicates with your router.

We'll even help you create a Nexia account and download the app to your phone. From there, you can add to your system in the future any time you want, or, if not, just manage your thermostat. It's all up to you.

Step 3

Determine if the customer has questions or reservations about Nexia Home Intelligence or home automation in general.

You should expect that many tech-savvy customers will have done some research on home automation systems and may have found some competitive claims persuasive. Rather than match each claim with a counter-claim or risk appearing ill-informed, the best approach is to ask questions of your own, such as:

Is the other system you're considering open or closed?

Nexia Home Intelligence is an open system, which means you have lots of choices. That's because Nexia is primarily based on Z-Wave technology. Z-Wave is quickly becoming the industry standard for residential home automation. A wide range of leading brands make Z-Wave compatible products, so all their products work together. This also keeps prices competitive and allows you to pick and choose what you install in your home.

Second, you can choose how much and how quickly to expand your home automation network as you want. You can start small and expand whenever you like.

Third, Nexia doesn't require long-term contracts and there are no cancellation fees which gives you flexibility and choice.

With closed systems you're often tied to one manufacturer, one product line, and one long-term contract. If they don't offer everything you're looking for, you may be out of luck. If they go out of business or the technology fails to catch on, customer support vanishes along with them.

Is the system specialized or adaptable?

Some home automation systems are specialized around a particular function, such as home security. Others may focus only on remote-controlled thermostats. The Nexia Home Intelligence system can be whatever you want it to be. Start with a thermostat, then customize your system to fit your lifestyle.

Nexia is primarily based on Z-Wave technology, an industry standard supported by leading brands. That means you can add many Z-Wave compatible products you like. There are updates and new products being introduced every year. Check nexiahome.com for the latest information.

Is there a service contract? If so, is it month-to-month or yearly? Is a flat rate or variable?

We believe you should have choice and flexibility. That's why we don't require a long-term contract and there is no cancellation fee.

The thermostat I can install for you includes remote climate management from your smartphone with no monthly charge. The Bridge can hold and control over two hundred additional products at the same time so you can add light controls, locks, sensors, and cameras all for a single low monthly subscription of \$9.99. You can cancel your subscription for the added product at any time and continue to use the thermostat free of charge.

If you're considering other offerings, look at the terms and conditions closely. You may discover that not only are you obliged to commit to a yearly contract, upgrades, additions, or modifications come at significant additional cost.

Do I need anything special in my home to use Nexia Home Intelligence?

You probably already have everything you need. All it takes to get set up is:

- Broadband Internet
- Wi-Fi router with an open LAN port. You need Wi-Fi for the advanced thermostats and cameras. The open LAN port provides a place to plug in your Nexia Home Bridge.
- Accessible e-mail address to set up your account and notify you of software updates.

Nexia products communicate wirelessly, so there is no need to run wiring or pay for expensive installation charges.

Once your account is set up, you'll get occasional e-mails from Nexia with tips and tricks on how to get the most out of your system and start running your home from wherever you are.

Step 4

Ask about the customer's specific concerns and needs.

Ask about long-term as well as immediate problems, such as:

- What problems does the customer want to solve?
- Is the customer concerned about energy costs?
- Is the customer concerned about home security?
- Does he want to be able to monitor and control his home while travelling?
- Does she want to be able to monitor kids and elderly dependents while away from home?
- Do they travel frequently?
- Do they own a vacation home, lake house, or second property?

Only when you clearly understand their needs and concerns can you begin to offer appropriate solutions. Listen, gain their trust, and position yourself as a knowledgeable consultant rather than someone who's only looking to make a quick sale. Your ultimate goal is to create a customer for life. Nexia provides another opportunity to create a connection with a homeowner and increase revenue through accessory sales.

Examples

Owner of second home

Enjoy peace of mind from knowing you always have a connection to your second home.

- Get alerts if temperature is out of range or if the HVAC needs maintenance.
- Get alerts if the batteries are low on the keypad locks.

Aging in place

- Adjust the thermostat and lighting before arriving to ensure comfort.

Appreciate the time savings and convenience of remote access control.

- Allow contractors or guests entry without having to be on site.
- Use Nexia to minimize or eliminate costly property management/monitoring services or personnel.

Aging in place

Appreciate the peace of mind knowing you have a 24/7 connection with your loved ones.

- Unlock the door remotely to allow EMS entry in case of emergency.
- Track recent activity in the event log and receive alerts when doors are activated.
- Know when loved ones come and go.
- Monitor home nursing service or other caretakers.
- Monitor loved ones and caregivers with video cameras.

Enjoy the lifestyle flexibility of staying in your home longer. Appreciate the financial savings of delaying or avoiding costly assisted-living residences.

Small business/home business

Gain peace of mind from knowing you can monitor your business even when you're away.

- Track employee activity in the event log.
- Get alerts when employees access limited access areas.
- Grant access remotely.
- Manage "key" control by issuing employees individual access codes.

Save money by programming the thermostat or managing it remotely.

Busy family

Gain peace of mind from knowing you can be at home while you're away from home.

- Receive text alerts when the kids arrive home after school.
- Monitor kids, pets, and guests via video cameras.
- Eliminate the worry of kids or guests getting locked out or losing their keys.
- Lock doors that were left unlocked.
- Get alerts when home service personnel arrive and restrict access to specific times.
- Use cameras to see when packages are delivered and where.

Appreciate the cost savings and convenience of remote control.

- Easily program an energy-saving thermostat schedule from web portal or remotely control from a smartphone.
- Conveniently turn lights and small appliances off to conserve energy.

3. Sales FAQs



Introduction

Home automation is nothing new for today's technology-savvy consumers. They “get it.” They have no trouble understanding the value it can add to their home and their busy lives—but this doesn't mean they won't have questions.

In fact, the more interested they are, the more questions they're likely to ask and the greater their expectation that you, as a Nexia Home Intelligence dealer, will be able to provide answers that are clear and easy to understand.

This handy guide will help ensure that you're able to do just that. It will also help you do so in a way that puts the features, functions, benefits, and general competitive advantages of Nexia Home Automation front-and-center.

We invite you to read this guide from start to finish and use it as a ready reference. Feel free to use the Notes section at the end to add your own questions and answers as you see fit.

Basics

WHAT IS NEXIA HOME INTELLIGENCE?

Nexia Home Intelligence allows you to stay connected to what matters most.

Nexia Home Intelligence is cost-effective, modular, easy to install and upgrade, easy to use, and amazingly versatile. It also integrates with top-quality brands, including Schlage locks, American Standard heating and cooling, GE, Cooper, and Leviton light controls and more.



Most importantly, Nexia Home Intelligence brings all the best features of home automation technology together into one simple application you can access from your smartphone, tablet or computer.

You can do things like adjust your thermostat remotely, turn off small appliances, check door locks, make sure you turned off the lights after you leave home, or receive a text message that tells you your kids got home from school okay.

HOW DOES NEXIA HOME INTELLIGENCE WORK?

You can think of the system as three basic components:

1. The first component is the Nexia-compatible hardware within the home. Devices such as thermostats, locks, sensors, and light controllers use an industry-standard wireless technology called Z-Wave that allows wireless remote control via a separate Nexia Home Bridge (see below). Other devices, such as cameras and the Acculink™ Platinum ZV, Platinum XV and Gold XV thermostats, provide remote Internet access and control via a standard Wi-Fi connection. There are over 160 devices compatible with the Nexia platform from a wide variety of manufacturers. Thermostats have to be wired into your HVAC system. You can do it yourself or, if you prefer, one of our installers can do it for you.
2. The second component is the Nexia Home Bridge. This component is the interface between your Nexia Z-Wave network devices and the Internet. One Nexia Home Bridge can control up to 232 Nexia-compatible devices. You connect the Nexia Home Bridge to your Internet router with a standard Ethernet cable. The Bridge then sends Z-Wave control signals to your Nexia-compatible devices and Internet control signals to your router. Thermostats that have Nexia Home Bridge Inside (Gold XV and Platinum XV) provide the same functions but communicate with your router via Wi-Fi.
3. The third component is the Nexia remote control software, which consists of the Nexia Portal and mobile app. The Nexia Portal and mobile app allow you to monitor, control, and customize how all of the devices work together via your smartphone, tablet, or PC. They also allow you to set up alerts and view Event History (a record of every action the system has sent or received).

WHY DO YOU SOMETIMES CALL YOUR THERMOSTATS “CONTROLS”?

Because they do a lot more than your everyday thermostat. Not only can you program your HVAC settings by date and time, our more advanced controls allow you to program separate zones within your home. Because they are connected to the Internet, they can display local weather, update their firmware automatically, and provide remote diagnostics. In the case of the Gold XV and Platinum XV, they also serve as a Z-Wave bridge to allow you to control lights, locks, sensors and other devices through your Nexia system.

WHAT ADVANTAGES DOES NEXIA HOME INTELLIGENCE HAVE OVER OTHER HOME AUTOMATION SYSTEMS AVAILABLE TODAY?

The basic advantages of the Nexia™ Home Intelligence system include:

Scalability

Some competitors require big upfront payments for full system installations that tie you to their installer for any future changes you want to make. Others specialize in just one type of automation, such as smart thermostats or Wi-Fi cameras, and don't have the products you'd need to expand into a full home automation solution. With Nexia you can start small and expand your system whenever and however you want. Better yet, each new device you add helps strengthen the overall communications quality in your home. This makes the platform functional in most homes of any size or shape.

Flexibility

Some competitors require three-year contracts and complex, expensive pricing tiers. Others make it difficult and expensive to add and subtract products, move products around and so on. Nexia Home Intelligence has no contracts or complicated pricing plans. You can install as few or as many products as you like, any time you like, all for a subscription of only \$9.99 per month. Configuration is simple too: You can use the Nexia web portal to create custom schedules to run your home with just a few taps of your finger.

Choice

Some competitors limit the types of devices you can use. Nexia is compatible with most Z-Wave enabled products from leading brands. There are over 160 devices manufactured by other companies compatible with the Nexia platform. They're available from us, home improvement stores, and online, so you're free to shop and pick exactly what you want from whomever you want.

Commitment

Not only did we help pioneer Z-Wave home automation, we've been a leader in the wireless home automation market for over five years. When you consider how young the home automation industry is, five years means we've been around long enough that you don't have to worry about investing in a system that might be here today, gone tomorrow. Another sign of our commitment is our U.S.-based customer-support team ready to provide help if needed.

WHAT ABOUT SECURITY? HOW COULD SOMEONE HACK INTO MY NEXIA HOME INTELLIGENCE SYSTEM?

Nexia Home Intelligence takes your security very seriously. All communications between Nexia and your home are encrypted with AES128 encryption, a standard comparable to security used in online banking. We regularly have our system tested by third-party experts to minimize vulnerabilities. The risk of someone hacking into your system is extremely low. That said, to help maintain this high level of security, you (the homeowner) should:

- Secure your home network, smartphone, tablet, and mobile app with strong, unique passwords.
- Limit access to your Nexia account.

You can also increase home security by adding Schlage Home Keypad locks.

Benefits include:

- Schlage keypad locks use the same high-security AES128 encryption as the Nexia system.
- Keypad codes cannot be duplicated. Keys can.
- You can reprogram your key codes at any time from your computer.
- You can set up temporary codes to grant access only when needed and only for a limited time.
- You can receive a text alert whenever someone enters a code into the keypad. The system keeps a 90-day log of all lock activity.
- You can add Schlage Home Motion Sensors or Door/Window Sensors for greater security and receive alerts when the system detects activity. You can also trigger automatic video recording when a sensor detects activity.

WHAT WOULD I NEED TO GET STARTED?

Depending on your needs, we recommend any one of the following:

BASIC

- American Standard Silver XM Control – a feature-rich touchscreen thermostat at an entry level price point
- Nexia Home Bridge – connects to your router and thereby connects your home network to the Internet
- Schlage Home Appliance Module – aside from controlling lamps and small appliances, this module serves as a “repeater” that helps expand and strengthen Z-Wave wireless network coverage throughout your home

BETTER

Gold XV and Platinum XV Control

- Both are 4.3-inch color touchscreen thermostats that include Nexia Home Bridge Inside, a built-in Nexia Z-Wave controller that wirelessly connects to your Wi-Fi router. There’s no need for a separate, freestanding Nexia Home Bridge. Use the Gold XV if you have a standard 24-volt conventional system. Use the Platinum XV if you have an Acculink communicating or variable-speed HVAC system.

BEST

Acculink™ Platinum ZV Control

- Start with the Platinum ZV if you want a more sophisticated control/thermostat with more advanced features such as zoning (different settings for different zones). As with the Gold XV and Platinum XV, the Platinum ZV wirelessly connects to your home’s Wi-Fi router to give you remote access to your Nexia network. You can still add a Nexia Home Bridge if you’d like to expand your system and control more products, such as door locks and sensors, throughout your home. The Platinum ZV does not include Nexia Home Bridge Inside.

WHERE CAN I SEE NEXIA HOME INTELLIGENCE SYSTEM COMPONENTS OR LEARN MORE ABOUT THEM?

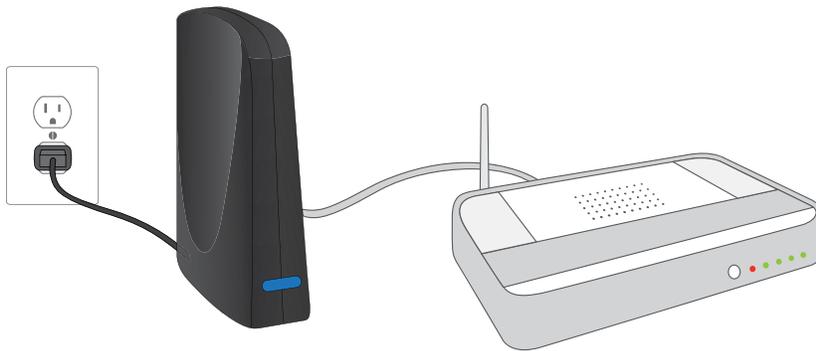
Visit AmericanStandardAir.com, Nexiahome.com on the Web for more information. You can also find how-to videos and helpful demonstrations on our Facebook Page (www.facebook.com/NexiaHome) and on YouTube (youtube.com/nexiahome).

If you'd like a first-hand look, many top home builders are including Nexia Home Intelligence in their new homes. Lennar, Pulte, and Meritage all offer Nexia-enabled products. Ask about model homes in your area to learn more.

Technical

WHAT IS THE DIFFERENCE BETWEEN THE NEXIA HOME BRIDGE AND NEXIA HOME BRIDGE INSIDE?

They both do the same thing: They both control the Nexia Z-Wave compatible devices in your home and connect your Nexia Home Intelligence network to the Internet. The only difference is that the Nexia Home Bridge is a freestanding unit that requires a separate power supply and must be connected directly to your router via a standard Ethernet cable.



The Gold XV or Platinum XV with Nexia Home Bridge Inside have the Bridge physically built into the thermostat. They do not require a separate power supply and Ethernet cable. Instead, they communicate with your Wi-Fi router wirelessly to control Z-Wave enabled devices inside the home.



WHAT IS THE DIFFERENCE BETWEEN THE SILVER XM, GOLD XV, PLATINUM XV AND ACCULINK™ PLATINUM ZV CONTROLS?

All four offer wireless remote control of your HVAC system via the Nexia Home Intelligence portal.

The Silver XM is a feature-rich control at an entry level price point. It requires a Nexia Home Bridge to communicate with your router.

The Gold XV and Platinum XV have Nexia Home Bridge Inside. They communicate directly with your Wi-Fi router for remote control of the thermostat and can control Z-Wave compatible devices with the Nexia Home Bridge Inside. The Gold XV is compatible with conventional 24-volt systems. The Platinum XV is compatible with Acculink communicating systems.

The Platinum ZV also communicates directly with your Wi-Fi router. It's a more sophisticated, Acculink-enabled control that supports the features available in our more advanced HVAC units, such as variable speed and zoning.

WHAT TYPE OF INTERNET CONNECTION DO I NEED?

Nexia Home Intelligence requires a continuous broadband Internet connection. You will also need a:

- **Router** – The router provides the means to distribute your Internet connection among your various computers and other network devices. Some components, such as the Gold XV and Platinum XV controls require a wireless (Wi-Fi) router.
- **Nexia Home Bridge** – The Nexia Home Bridge connects to a port on your router and literally acts as a bridge between your Nexia-enabled devices and the Internet. You only need the Nexia Home Bridge if you want to control Z-Wave enabled devices. Nexia Wi-Fi enabled devices don't require the bridge for remote access to Nexia.

or

- **Nexia Home Bridge Inside** – Our Gold XV and Platinum XV have Nexia Home Bridge Inside, which allows you to control Z-Wave enabled devices remotely and communicates wirelessly with your Wi-Fi router.

Depending on how your home is configured and if you are using the Nexia Home Bridge you may also need a:

- **Switch** – A switch is a way of adding additional ports to your router. You would need a switch only if there were no free ports on your router.

WHAT HAPPENS IF I LOSE POWER TO MY HOME?

If the power goes out, you will lose the ability to control and monitor devices remotely. However, battery powered devices such as locks will continue to operate properly and allow access to your home when you or someone else enters a valid lock code. Everything will return to normal when the power returns.

WHAT TYPES OF COMPUTERS IS NEXIA HOME INTELLIGENCE COMPATIBLE WITH?

Nexia Home Intelligence is compatible with any computer (Windows, Apple Macintosh, Unix, etc.) that runs a standard web browser and has a broadband Internet connection. Just open the browser and go to mynexia.com to login. There is no option for wireless control without an Internet connection.

WHAT WEB BROWSERS IS NEXIA HOME INTELLIGENCE COMPATIBLE WITH?

Nexia Home Intelligence is compatible with all current versions of the most common browsers, including Windows Internet Explorer, Mozilla Firefox, Google Chrome, and Apple Safari.

WHAT MOBILE PLATFORMS IS NEXIA HOME INTELLIGENCE COMPATIBLE WITH?

Nexia Home Intelligence mobile apps are available for:

- Apple iPhone, iPad, and other iOS Wi-Fi devices
- Google Android smartphones and tablets

Nexia Home Intelligence does not currently have apps for Windows phones or RIM Blackberry 10 smartphones, however, limited functionality may be available through browsers that run on these platforms. Check out the compatibility page at nexiahome.com for the latest information.

WILL I NEED ANYTHING ELSE?

That depends on what controller you've installed:

- Silver XM requires a Nexia Home Bridge that connects to your broadband router. You'll need the Nexia Home Bridge if you want to control Z-Wave compatible devices. Your router must have an Ethernet port open and available for the Nexia Home Bridge.
- Gold XV and Platinum XV have Nexia Home Bridge Inside with built-in Wi-Fi and Z-Wave compatibility. They do not require a Nexia Home Bridge or an open Ethernet port on your router, but do require a Wi-Fi connection in the home.
- Platinum ZV connects to the Internet via Wi-Fi for wireless remote access to Nexia and does not require the Nexia Home Bridge. However, if you want to control Z-Wave enabled devices as well as the thermostat, you will need to add a Nexia Home Bridge to your account. Your router must have an Ethernet port open and available to connect the Bridge.

For all Wi-Fi installations, you (the homeowner) will also need to know the password (SSID) required for access to your home Wi-Fi network.

WHAT TYPES OF NOTIFICATIONS CAN I GET?

You can set your preferences online for the specific text message and/or e-mail alerts you would like to receive. With an active Nexia account, your options include:

- Furnace filter change reminders
- Out-of-range temperature alerts
- A/C maintenance reminders
- Thermostat keypad usage alerts

All manual or remote changes to temperature settings are recorded in the event history.

WILL NEXIA HOME INTELLIGENCE-COMPATIBLE AMERICAN STANDARD THERMOSTATS WORK ON OTHER HOME AUTOMATION SYSTEMS?

The Gold XV, Platinum XV and Platinum ZV controls are compatible only with Nexia Home Intelligence. Because the Silver XM is a Z-Wave enabled device, it is potentially compatible with other home automation platforms. Please contact the individual home automation provider for further details.

I NOTICE THAT A LOT OF LEADING BRANDS USE Z-WAVE TECHNOLOGY. ARE THEIR PRODUCTS COMPATIBLE WITH NEXIA HOME INTELLIGENCE?

Most of the time. One of the strongest advantages of Nexia Home Intelligence is our compatibility with different Z-Wave enabled devices from other manufacturers. We're consistently evaluating available devices to include in our platform and to provide a great experience for our customers. Feel free to download our full compatibility chart at [Nexiahome.com](https://nexiahome.com) > **Support Center tab > Compatibility** for the latest information.

Z-WAVE SOUNDS PRETTY SIMILAR TO ZIGBEE. HOW ARE THEY SIMILAR AND HOW ARE THEY DIFFERENT?

The communicating frequency most similar to Z-Wave in the wireless home automation market is ZigBee™, which uses small, low-power digital radios to build a home network. ZigBee operates on a different wavelength and uses a different communications protocol than Z-Wave. ZigBee is mainly used for special-purpose, proprietary solutions. Because of its more specialized focus, there are different ZigBee “flavors” that can make compatibility and installation trickier than Z-Wave for homeowner do-it-yourself solutions.

Installation

CAN NEXIA HOME INTELLIGENCE BE INSTALLED IN ANY HOME?

In general, yes. The main exceptions are homes that use radiant floor, hydronic, or wall heating systems, or that use dual-fuel systems without an accessory card. These systems cause radio interference or other compatibility issues.

IS NEXIA HOME INTELLIGENCE DIFFICULT TO INSTALL?

We take pride in the fact that, compared to most home automation systems, the Nexia Home Intelligence is simple to set up and install, either by you or by us. Once installed, Nexia Home Intelligence is just as easy to use.

We're happy to help you get started. You can add more products whenever you want and most are as easy to install as plugging in a home appliance. We provide great step-by-step account setup wizards, installation videos and reference documents right in the portal where you manage your home, so the information you need is always at your fingertips.

WHAT ARE THE BENEFITS OF ADDING MORE NEXIA APPLIANCE MODULES TO MY HOME INSTALLATION?

Nexia appliance modules serve two important functions:

1. They allow you to control a small appliance (floor lamp, crockpot, coffee maker, TV, etc.) remotely via your smartphone, tablet, or PC.
2. They help strengthen the Z-Wave network in your home and improves the Nexia Home Bridge's ability to communicate with your control/thermostat.



Account Setup

CAN I CANCEL MY NEXIA HOME INTELLIGENCE ACCOUNT AT ANY TIME?

Yes. We believe you should have flexibility and choices when it comes to your home. That's why you can cancel your Nexia Home Intelligence account at any time with no cancellation charges.

IS THERE A LONG-TERM CONTRACT?

No. Nexia Home Intelligence is founded on the idea that you should have control, choice, and flexibility when it comes to your home so we do not require a long-term contract. However, many competitors do require contracts.

HOW MUCH IS FREE AND WHAT IS COVERED BY THE MONTHLY SUBSCRIPTION FEE?

Any thermostat you purchase from a American Standard dealer includes free remote climate management with Nexia Home Intelligence.

For the Silver XM, the free monthly subscription includes:

- The Nexia Home Bridge and up to four additional Silver XM control/thermostats



- Up to four dimmers and/or appliance modules that do not exceed the total number of enrolled Z-Wave thermostats



For the Gold XV, Platinum XV and Platinum ZV, there is no charge for remote access of up to four controls.



You can add additional products such as locks, cameras, sensors, and light controls for a flat subscription fee of \$9.99 per month. Additional premium services may include additional charges. There are no long-term contracts and no cancellation fees.

WILL I NEED A CREDIT CARD TO ACTIVATE MY ACCOUNT?

Under one of our free scenarios, if you purchase a Nexia-compatible thermostat that includes remote climate management from a American Standard dealer, you will not need to supply any credit card information. You will need a credit card to set up an account only if you choose to expand your system and add additional products that require payment of the monthly subscription.

IS THE ACCOUNT SETUP PROCESS DIFFICULT?

No, just the opposite: We've developed a very user-friendly setup wizard to make the account setup process as quick, easy and simple as possible. This tool walks you step-by-step through the installation and setup process to help ensure a happy customer every time.

Dealer Questions

The following FAQs provides answers to questions that **dealers** most often ask.

WHY SHOULD I LEAD WITH CONNECTIVITY?

There are lots of reasons. Here are some of the best:

- **Consumer demand:** 87% of consumers surveyed want the ability to run their home from wherever they happen to be. (Source: Parks Associates 2012 Survey.)
- **Home automation is a rapidly growing market:** The global home automation and control system market is estimated to grow to \$35.6 billion by 2016. (Source: Markets and Markets Research.) Homeowners are increasingly interested in a connected lifestyle. With Nexia you are well positioned to meet this growing demand.
- **Incremental sales:** You may sell a customer one HVAC system every 10 to 12 years. You can sell the same customer connected controls any day, every year, year-round. Not only will this improve your margins, it can also drive ongoing accessory sales.
- **Stand out from your competitors:** Taking the lead in selling connected controls makes you stand out as a leader in the industry, lets you control your own destiny, and creates customers for life, customers with more reasons to trust you when they need HVAC products.

CAN I GET A DEMO SYSTEM FOR MY OFFICE?

Contact your Territory Manager to see if this is possible.

CAN I GET A DEMO SYSTEM TO USE AT TRADE SHOWS?

We are working on partnering with select display companies to create a cost-effective display for our distributors and dealers. Please ask your TM to reach out to the Channel Marketing Team or Nexia Home Intelligence team for additional details.

WHAT OTHER CHANNELS IS NEXIA HOME INTELLIGENCE AVAILABLE IN?

Nexia Home Intelligence is offered in a number of channels, including HVAC, retail, builder, and e-commerce. That said, we have products and programs available exclusively to American Standard dealers that are not available to the other sales channels we support.

ARE AMERICAN STANDARD THERMOSTATS COMPATIBLE WITH ANY HVAC SYSTEM OR EQUIPMENT?

Yes, American Standard thermostats and Nexia Home Intelligence products are compatible with almost all HVAC systems in North America.

CAN I PRE-ENROLL DEVICES TO THE NEXIA HOME BRIDGE, SET UP THE ACCOUNT AT MY BUSINESS AND INSTALL THEM AT THE CUSTOMER'S HOME LATER?

Yes you can; however, we recommend that you enroll devices at the customer's home, one at a time. This approach makes it easier to confirm that you have successfully identified and enrolled each device before you move on to the next. Note, however, that if you do this, you **must** add the Nexia Home Bridge to the customer's account **before** you enroll any devices into the Nexia Home Bridge. Please refer to our Installation Guide job aids for more details.

IS THERE A CHARGE TO ACCESS MY ACCULINK™ PLATINUM ZV CONTROLS VIA NEXIA HOME INTELLIGENCE?

No. You can remotely control up to four Platinum ZV controls free of charge with Nexia Home Intelligence.

IS THERE A CHARGE TO ACCESS MY SILVER XM CONTROLS VIA NEXIA HOME INTELLIGENCE?

You can currently control up to four Silver XM controls free of charge with Nexia Home Intelligence, and appliance and/or dimmer modules equal to the number of Silver XM controls on your account.

IS THE ABILITY TO REMOTELY CONTROL THERMOSTATS FOR FREE EXCLUSIVE TO AMERICAN STANDARD DEALERS, OR IS IT AVAILABLE THROUGH ONLINE/RETAIL?

The ability to remotely control thermostats for free via Nexia Home Intelligence is exclusive to our American Standard dealers. It is not available for e-commerce or retail customers.

HOW CAN I COMPETE WITH AMAZON.COM AND OTHER E-COMMERCE RETAILERS?

E-commerce retailers provide their customers with extremely aggressive pricing in the interest of a quick sale and the hope of more sales later. Regardless, many Nexia Home Intelligence-compatible thermostats are exclusive to the American Standard dealer channel and are not available on Amazon.com.

Another value-add you provide that they cannot is personalized service and installation. Customers who value their time and your expertise will willingly pay more for the assurance that devices you install will work as intended and that you are available to provide support when needed.

WHY IS THERE A MONTHLY FEE WHEN THE HOMEOWNER ADDS ADDITIONAL PRODUCTS OUTSIDE OF A THERMOSTAT TO THEIR NEXIA HOME INTELLIGENCE ACCOUNT?

Even with Nexia's impressive offering of compatible products and system security, our pricing is the most competitive in the Home Automation industry. Nexia Home Intelligence allows consumers to run their home from any place that has an Internet connection. Our platform provides remote management of a broad portfolio of devices including locks, lighting controls, cameras, sensors, and a number of other Z-Wave enabled devices. As with most whole home automation platforms, Nexia Home Intelligence charges a monthly subscription under certain

device scenarios. Please see the competitive matrix listed on ASDealerNet for more detail on how Nexia Home Intelligence's service fee stacks up against the competition.

Also make sure your customers are aware that you are offering more than a random assortment of individual products; you are offering fully developed home automation solutions that are constantly being expanded and improved with new products, new functions and software updates. The minimal monthly fee for their Nexia Home Intelligence system funds enables us to fund this development and provide first-rate customer support.

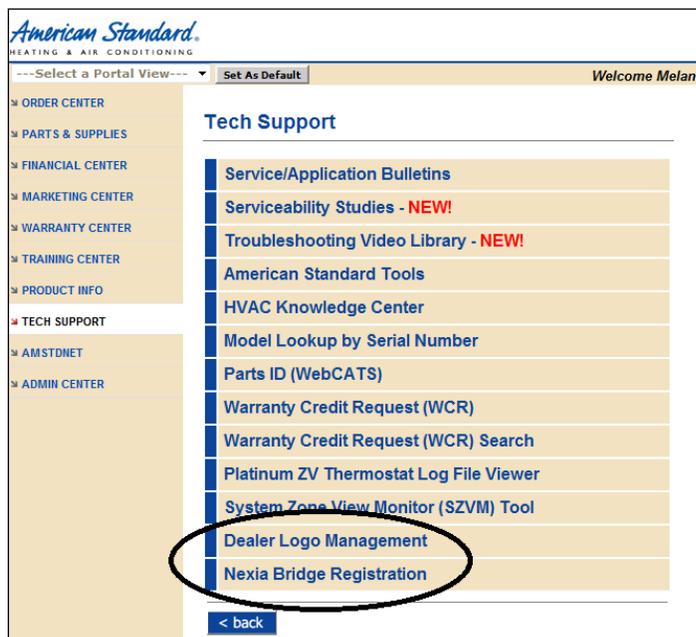
HOW DO I GET MY DEALER LOGO AND CONTACT INFORMATION TO APPEAR IN MY CUSTOMER'S NEXIA HOME INTELLIGENCE PORTAL?

1. Acquire the MAC ID from the Nexia Home Bridge (Silver XM ONLY).

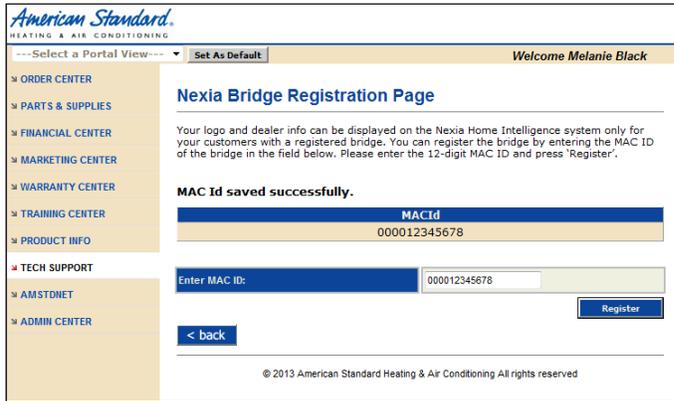
This is a 12-digit number located inside the battery compartment.



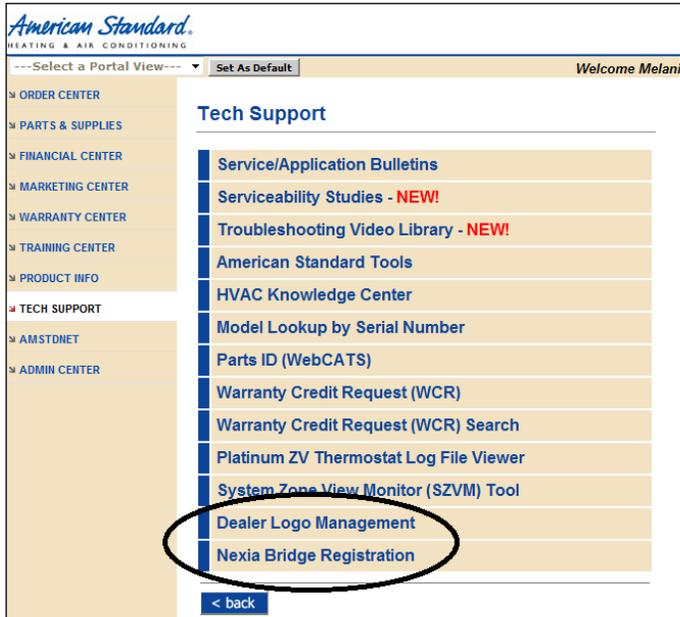
2. Log into ASDealerNet. Select Tech Support > Nexia Bridge Registration.



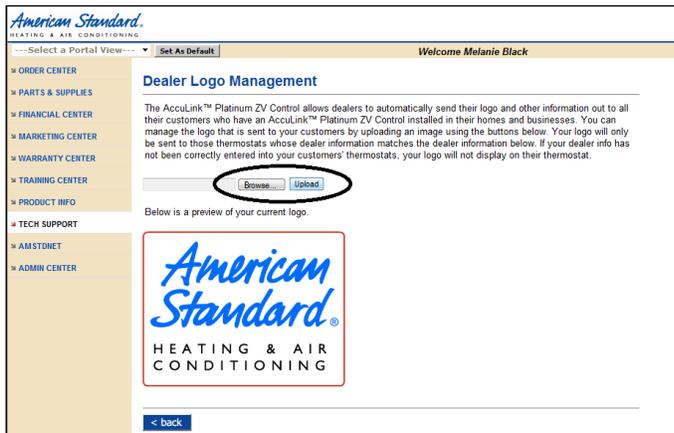
3. Enter the MAC ID on the Nexia Bridge Registration page, then click **Register**.



4. Return to the Tech Support screen. Select **Dealer Logo Management**.



5. Upload your logo. Click **Choose File**. Navigate to where your logo file is located on your computer hard drive, then click **Upload**.



For the Silver XM thermostat, you must register the Nexia Home Bridge and add your dealer logo on ASDealerNet. Please check the Nexia Home Intelligence section on ASDealerNet for detailed instructions.

For the Gold XV, Platinum XV and Platinum ZV thermostats, enter your telephone number on the dealer screen of the device itself to “register” the customer and access any dealer info on the Nexia Home Intelligence server. You must use the same phone number stored on ASDealerNet. Nexia Home Intelligence will pull your dealer logo and contact info real time from ASDealerNet.

WHOM SHOULD I CONTACT FOR MORE INFORMATION ABOUT NEXIA HOME INTELLIGENCE?

For general information about Nexia Home Intelligence please reach out to your Territory Manager. For technical questions, reach out to your Field Sales Representative. We also have a number of tools available on ASDealerNet to help dealers troubleshoot at the customer’s home.



American Standard is a brand of Ingersoll Rand. Ingersoll Rand (NYSE:IR) advances the quality of life by creating and sustaining safe, comfortable and efficient environments. Our people and our family of brands work together to enhance the quality and comfort of air in homes and buildings; transport and protect food and perishables; secure homes and commercial properties; and increase industrial productivity and efficiency. American Standard Heating & Air Conditioning offers air conditioning systems and services for residential and light commercial applications to help families feel more comfortable and breathe easier in their homes. We are a \$14 billion global business committed to a world of sustainable progress and enduring results.

ingersollrand.com americanstandardair.com nexiahome.com

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