

IoT

PRODUCT GUIDE
2019-2020

CTRONIQ®



TOMORROW TOGETHER



INTERNET OF THINGS



The Internet of Things continues to come into its own. It's shed the vaguely sci-fi connotations that surrounded it at its inception to become a source of real-world applications with transformative potential.

GLOBAL MARKET TREND

US\$
4.3
trillion

2024
MARKET SIZE

As reported by:
Machina Research

ECONOMIC IMPACT 2019 - 2025

\$3.9

Trillion / Year

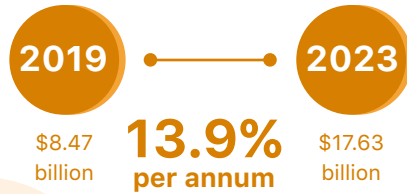
\$11.1

Trillion / Year

As reported by:
McKinsey Global Institute

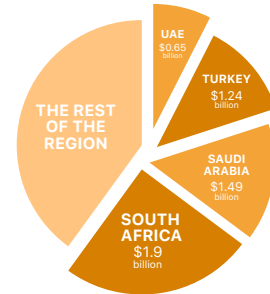
REGIONAL MARKET TREND (MEA)

GROWTH IN IoT EXPENDITURE

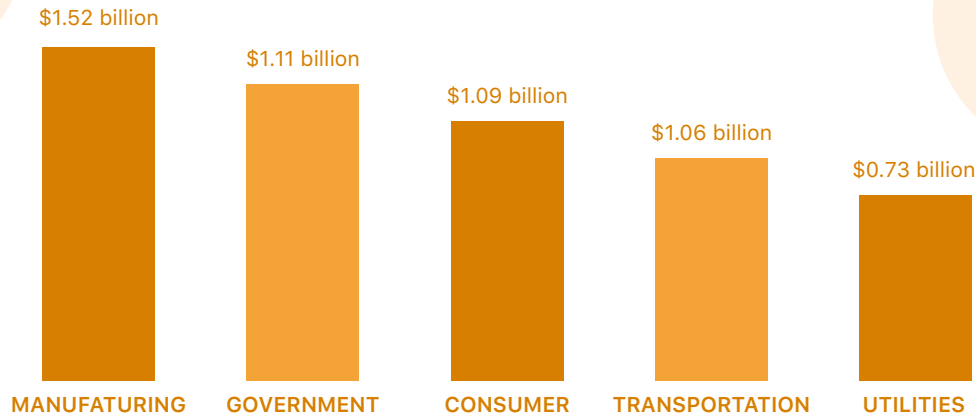


2019 MARKET SHARE

The four major players in the region, namely South Africa, Saudi Arabia, Turkey and the UAE account for 62% of total IoT expenditure in the MEA region.



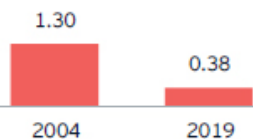
TOP INDUSTRIES SPENDING ON IoT SOLUTIONS



ENABLERS OF IoT

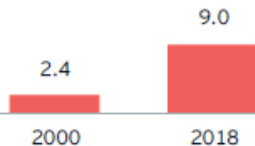
Decrease in sensor
and electronic cost

Average cost of IoT
sensors is falling (US\$)



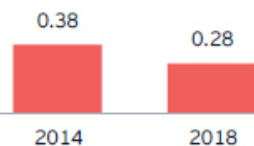
Increase in
computing power

Increase in transistor
count (in billion)



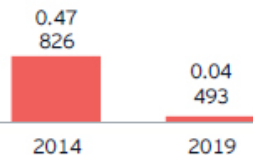
On-demand
cloud computing

Decline in average base IaaS*
Price per hour (US\$)



Decrease in cost
of connectivity

Transfer cost of
1GB of data (US\$)



Digital business models

IoT is a key component of
digital transformation and
adjacent revenue opportunity

Evolving partnerships

Companies adopting faster
go-to-market by leveraging
technical expertise outside
their core domain

Advancements
in connectivity
technologies

Proliferation of Low Power
Wide Area (LPWA) and 5G
networks supporting new IoT
use cases

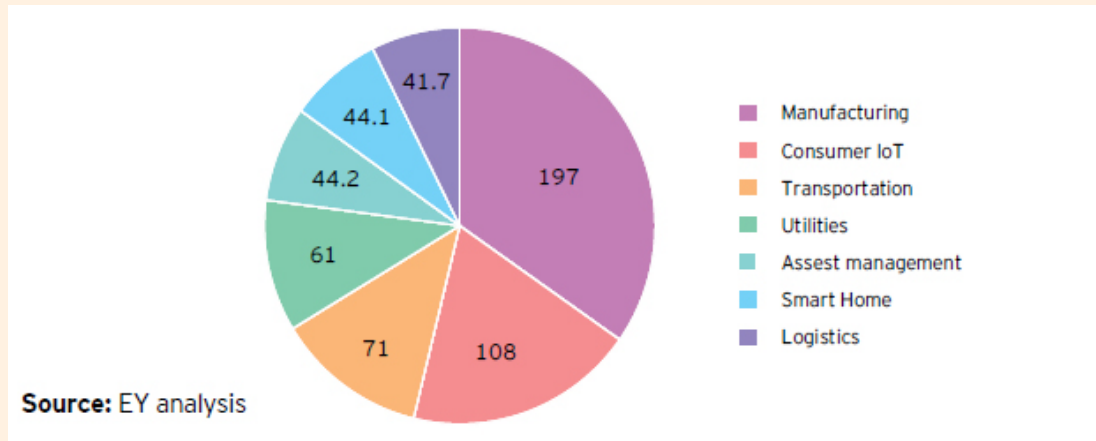
Flagship government
programs such as
Smart Cities

IoT to play an integral role
in smart cities and help
improve the liveability index
of these cities

*Infrastructure as a Service

Source: Press articles; EY analysis

IoT Expenditure Worldwide (In Billions)



HOW FUTURE TRENDS ARE SHAPING KEY IoT SPEND AREAS



Source: EY analysis

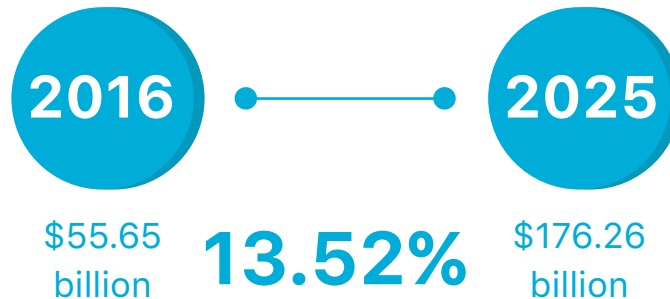
HOME AUTOMATION ECOSYSTEM

A Smart Home is a residence that uses internet connected devices to enable the remote monitoring and management of appliances and systems. It provides homeowners security, comfort, convenience and energy efficiency by allowing them to control smart devices, often by a smart home app on their smartphone

Using the internet of things (IoT) technology, the smart home utilizes automation and simplifies one's home environments to a greater extent.

GLOBAL SMARTHOME MARKET SIZE

The smart and connected home market is an evolving and dynamic sector that is poised for solid growth in the next 7 years. The market is mainly driven by demand for enhanced safety and personal comfort, increased energy and cost savings, growing acceptance of new products, improved adoption of high-speed Internet connectivity in developing countries, new business models, and enhanced competition from different market participants.



REGIONAL SMARTHOME MARKET SIZE (MEA)

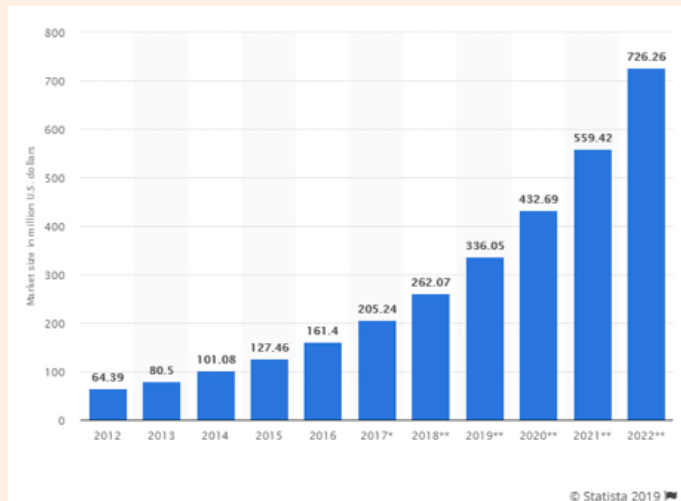
Smart home technology is also referred to as home automation, since it provides owners comfort, convenience, security, and energy efficiency in the management of smart devices, often by a smart home app on their smartphone or other connected device. GCC countries smart home market comprised of smart speakers, lighting, smoke alarms, thermostats, humidifiers, monitoring/security, wireless doorbells, and video entertainment products.

GCC Smart Home Market is expected to be more than US\$ 3.4 Billion by the end of the year 2025.

Saudi Arabia, the United Arab Emirates (UAE) and Qatar have significant market share in GCC countries

Market size of smart homes in the United Arab Emirates from 2012 to 2016.

An estimate for 2017 and a forecast until 2022. According to projections, the market size for smart homes in the UAE will total to 726 million U.S. dollars by 2022.



IoT SMART DEVICES



CSBB20

Ctroniq IoT App Control
Interface E27
RGBW colours

Voltage 120V - 230V
Dimmer Switch



CSSD40

Cttroniq IoT App Control
Compatible with Doors,
Windows, Drawers

Temper & Low BATT Alert
6 months battery life



CSST30

Cttroniq IoT App Control
WiFi Connectivity

Type G Outlet
Set Timer

IoT

COMING SOON



CSSC50

Ctroniq IoT App Control
Motion detection
360 degree pan

2-way audio
Night vision function
PC/App device sharing



CSWS60

Ctroniq IoT App Control
 Multi-Device control
 Power Stats

Timer
 Countdown
 Wifi App Remote



CSST70

Ctroniq IoT App Control
 0.3W Power Consumption
 16A/250V Load Capacity
 5 °C - 35 °C Range

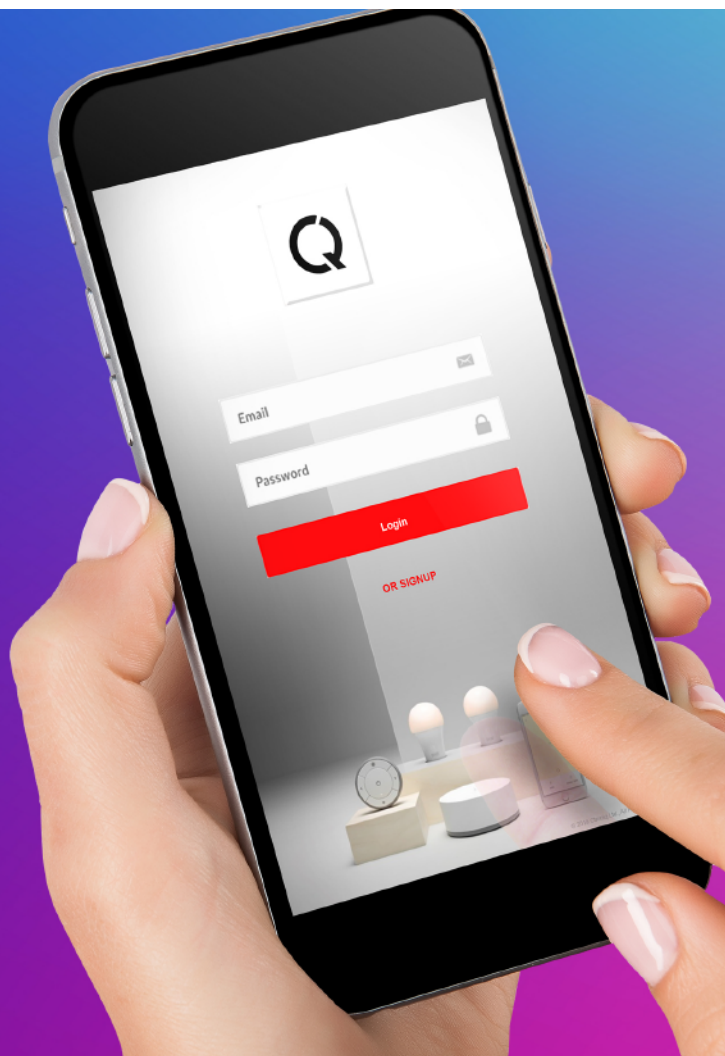
Switch relay
 1 week cycle
 Weekly programming



CTRONIQ IoT App

Remotely control your Ctroniq (powered by Tuya) Smart Home & Work Automation system by a touch on you Android or iPhone through the customised, intuitive and user friendly Ctroniq IoT App

Download the Ctroniq IoT App from





GLOBAL HEADOFFICE (UK)

Ctroniq Limited

78-80 Borough High Street, 1st Floor, London, UK SE1 1LL

info@ctroniq.co.uk

REGIONAL HEAD OFFICE (MEA)

Ctroniq Electronics Limited

201, BB03, Bay Square, Business Bay, Dubai, UAE

communications@ctroniq.co.uk