



Securifi Launches Almond+ Router in Singapore

The World's Smartest Router with a Built-in Smart Home Hub, Almond+ is Set to Fuel the Island's Progress Into Smart Homes

Singapore, 26 January 2016 – Securifi, creator of Almond, the world's first touchscreen wireless router with 9000+ reviews on Amazon.com and critical acclaim from *New York Times*, *CNET* and *Fortune* among others, will be distributing their latest range of routers in Singapore through their appointed distributor Ingram Micro, the world's largest distributor of computer and technology products. Starting this month Ingram Micro will be the exclusive distributor for the latest Almond+, Almond 2015 and Almond routers as well as Securifi's range of smart home devices including motion detectors, door/window sensors, flood sensors and programmable remote (key fob). These products will be available at leading retailers across Singapore including Challenger and Court stores.

The latest Almond editions are also smart hubs allowing you to monitor, control and secure your home from anywhere, without any monthly charges. Almond+, the premium product of the range, is one of the world's fastest routers and also doubles up as a smart home hub. The device features dual band Gigabit WiFi (1,167Mbps), a range of 5000 sq ft and integrated support for Zigbee and Z-Wave to connect to a multitude of smart devices and sensors. With the Almond app, these routers can be controlled from anywhere. Almond 2015 is a mid-range model with Zigbee and a smaller touchscreen, but still backed with the same smart software platform.

"The average consumer is often intimidated by routers, the technology they encompass and the setup process. Almond products are beautifully designed and simple to use with a three-minute setup wizard on the touchscreen. The IoT based built-in home automation hub connects disparate sensors on one platform, thereby reducing multiple control points and complexity in smart homes," said Mohammad Meraj Hoda, President, World Wide Sales & Development, Securifi.

"Securifi and its product portfolio is an enhancement to our Smart Home solutions offering for our Retail, SMB and Commercial customers. This partnership not only increases our product suite but also enhances the promise we made to our customers to bring them the best technology available in the market. We are eager to be affiliating ourselves with Securifi and we look forward to a successful partnership," said Francis Choo, Vice President, ASEAN & HK, Ingram Micro Asia Ltd.



Almond+ and Almond 2015 are not only unique hybrid products, they feature numerous best-in-its-class functionalities as compared to standalone routers and smart hubs.

- Passwords can be easily accessed by a couple of taps on the touchscreen.
- Almond's guest network lets friends access the Internet but keeps them away from the device owner's private photos and files.
- Securifi works closely with the majority of key smart device brands such as Nest and Philips Hue to integrate their services and allow users to control all smart devices through the Almond app, reducing app overload. Almond also adds an additional smart communication layer making it possible to link together and add automation between these different smart products. For example, allowing a Yale lock to turn on a Philips Hue light.
- The Rules UI allows sophisticated interaction and automation between various smart devices. Once a rule is created, it can be fine-tuned by the exact length of time, Home or Away and day of week, amongst others.
- Because smartphones connect to Almond via WiFi, the presence of a phone or any smart device on the network can automatically trigger a set of actions. For example, when a phone connects to WiFi network, the Almond router will automatically unlock doors, or turn on the lights.
- All rules can be stored locally on the hub as well as in the cloud making it the only home automation system that gives the option to control over the Internet or purely through home LAN. Storing locally implies home automation works even when the internet is down, also ensuring a high level of privacy.
- Users can also create a "scene" or a series of simultaneous events that can all take place with one tap of a button. For example, users can turn off the lights, set the alarm and lock the doors with a single touch before going to bed.

The range of Almond routers and sensors are available at leading retailers across Singapore including Challenger and Court stores starting January 2016 at the following suggested retail prices (SRP):

| Product | SRP (SGD) |
|----------------------------|-----------|
| Routers | |
| Almond+ | \$349.90 |
| Almond 2015 | \$139.90 |
| Almond | \$111.90 |
| Sensors | |
| Motion Detector | \$55.90 |
| Zigbee Door/ Window Sensor | \$41.90 |



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|-------------------------------|---------|
| Programmable Remote (Key Fob) | \$27.90 |
| Flood Sensor | \$41.90 |

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About Securifi

Securifi is defining next generation consumer routers and home automation products. Creator of the world's first touchscreen wireless router, the Almond, the company's mission is to create premium, easy-to-use consumer electronics products and make them accessible to all users and available at affordable prices. Securifi has offices in Reno, Dubai, Hyderabad and Taiwan. For more information, please visit www.securifi.com.

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