



Home of the Future is a 1 floor, 3 bedroom villa near the city of Roskilde on the outskirts of Copenhagen.



FREMTIDENS HJEM

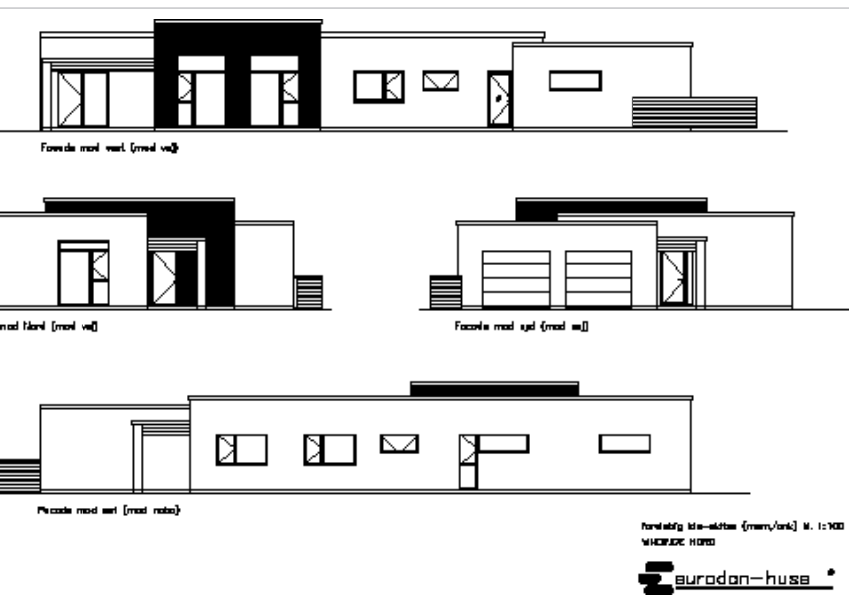
In the Home of the Future, you can show customers, press and partners everything your products has to offer - in a setting as never seen before.

The Home of the Future is a house on the outskirts of Copenhagen, near the old city of Roskilde which was the Danish capital during parts of the age of vikings. The house itself will be decorated with art that represent this fact, but other than that it will be the very best of technology - paired up with scandinavian design and engineering.

In this setting we will install and showcase technology in the best possible environment. Everything will work together seamlessly and bring the visitor into the future as soon as he/she steps foot inside the

house. Every bit of tech will connect, and everything will be online - from the stove to the curtains. You'll be able to control everything through your mobile device or through voice.

We'll show the best of every product category, and in every room - from the kitchen to the bedroom. Even the bathroom will be equipped with state-of the art technology. We'll show the future of the garden with smart watering, smart lighting and robots. We'll even bring VIPs to the house in the electric cars of the future - powered of course



by The Home of the Futures extensive solar panel. Even the garbage cans will be connected – and only be picked up when necessary.

And your company can be a partner in The Home of the Future and show what your vision of how we live tomorrow looks like.

BECOME A PARTNER

When you sign up to become a partner and participate in the first custom-built Home of the Future in the world, you'll have extensive possibilities to use all that the house has to offer.

Your company can use the Home of the Future as a showcase for potential investors, customers, retailpartners and end-users. You'll be featured in our mediacoverage¹ in the Nordics as part of the partnership.

PARTNERSHIP LEVELS

There are three types of partners in The Home of the Future.

Small partner – for the smaller company or the company with only a single product or service they want to showcase in the Home of the Future.

Medium partner – is for the larger company that have multiple products that works together or networked with other products.

Large partner – the international company with a large product lineup, that will be using the Home of the Future to the maximum extent – including productlaunches, press-briefings and every other event your company may be interested in doing.

PARTNERSHIP DETAILS

SMALL PARTNER

Small Partners are defined by having 4 or less products installed in the house at any one time. A Small Partner will have the following benefits:

- Access to The Home of the Future once per month for a maximum of two hours for a total of six usages in the span of a six month partnership period²
- One featured video/article on each product per partnership period of six months³
- Rights to use every and all materials produced in the house involving the companys products for a period of six months from production-time

PRICE PER PRODUCT: 700€ per month

MEDIUM PARTNER

Medium Partners have between 5 and 9 products installed in the house at any one time. A Medium Partner will have the following benefits:

- Access to The Home of the Future two times per month for a maximum of four hours for a total of 12 usages in the span of a six month partnership period²
- One large event in the partnership period for a whole day/evening
- One featured video/article on each of product per partnership period of six months³
- One feature videoproduction for company SOME or other corporate use during the partnership period
- Rights to use every and all materials produced in the house involving the companys products for a period of six months from production-time

PRICE PER PRODUCT: 600€ per month

LARGE PARTNER

Large Partners have 10 or more products in the Home of the Future at any one time.

- Access to The Home of the Future two times per month for a maximum of four hours for a total of 12 usages in the span of a six month partnership period²
- Two large events in the partnership period for a whole day/evening
- The VIPs of the event will be picked up at a designated spot in the electric cars associated with the house⁴
- One featured video/article on each of product per partnership period of six months³
- Two feature videoproductions for company SOME or other corporate use during the partnership period
- Rights to use every and all materials produced in the house involving the companys products for a period of six months from production-time

PRICE PER PRODUCT: 500€ per month

¹ Coverage may be labeled as branded content on select media.

² Access will be granted on a first come, first serve basis and will be handled through an online booking system.

³ Products will be produced and featured in Home of the Future Media and with Media Partners where applicable.

⁴ A maximum of three(3) VIPs at different pick up times – and at a distance no further than 25 kilometer (includes Copenhagen Airport CPH).