

Time2 and Clan

A backgrounder

Introduction

In early November 2018, the UK technology company Time2 announced its partnership with Tuya Smart, the global AI + IoT platform, and unveiled Clan – its ecosystem of connected smart home devices based on Tuya Smart technology.

This document provides a little more detail about the parties and concepts involved.

Time2

Time2 was founded in Blackburn, Lancashire, in 2011 by eBusiness UK Limited as a consumer electronics company. Following the November 2018 launch of Clan, its smart home ecosystem, it specialises in smart, connected devices for home security and home enhancement.

Time2 principally sells online, through its own website and through such marketplaces as Amazon. The company is known for its excellent customer experience, backed by its dedicated, UK-based customer support team: more than 97% of Amazon customers over five years have given it positive, five star reviews. The company also sells through third party retailers and offers an affiliate program.

Time2's CEO is Kam Kothia, an ebusiness strategist and ecommerce practitioner with 27 years' experience.

Clan

Clan is the name of Time2's ecosystem of connected smart home devices and services, including the platform on which they sit and the *Clan at home* app that controls everything. Clan is the family of products and the environment in which they operate.

Clan is compatible with Amazon Alexa and Google Home. Clan devices and services can therefore be controlled not only through Clan's app but by voice commands to Alexa devices, such as Amazon's Echo range, and Google Home devices.

Clan sits on the proven infrastructure of the Tuya Smart platform, thanks to Time2's partnership with Tuya Smart. Clan is therefore virtually device agnostic: any device using Tuya Smart technology will connect seamlessly with Clan and Clan-based devices.

Clan devices

Clan was launched offering a small range of devices focused on home security: three home security wifi cameras, a smart LED wifi bulb and a remote controlled, plug-in, wifi smart socket.

In early 2019 Time2 will add a video doorbell, smoke detector, flood sensor, motion sensor, door and window sensors, alarm siren, light switch and thermostat, with more to follow including a smart lock and other small, smart appliances.

Clan devices are wireless, apart from power leads where necessary, and connect to Clan via home wifi. Wifi setup for each device is simple (there is no home hub) and can often be done with little or no manual configuration, making the Clan smart home highly accessible.

Clan devices all have human names, rather than sterile factory names or serial numbers. The practise grew from the discovery that Time2 customers often did this themselves when setting up their Time2 cameras.

Thus Time2's first three wifi cameras are named Sophia (a single position indoor camera with a slim, flexible stem), Olivia (a small, dynamic indoor camera that can spin round and tilt up and down on command) and Oscar (a fixed, weatherproof outdoor camera). The smart LED light bulb is Ella and the smart socket is Arthur. On setup, users can rename devices to their own tastes and if they have more than one of any product (eg a set of bulbs or sockets) they give each a different name for easy recognition on the app and for referring to them when using Alexa or Google Home.

Tuya Smart

Time2's partner, Tuya Smart, is a global AI+IoT (Artificial Intelligence + Internet of Things) platform and one of the largest voice AI interactive platforms in the world. Tuya enables products to be smarter for consumers, brands, OEM manufacturers and retail chains, and provides users with a one-stop AI IoT solution that covers hardware access, cloud services and app software development. With Tuya's cloud covering more than 200 countries and regions, it has served over 93,000 clients worldwide, connecting hundreds of millions of consumers with over 50 billion daily device requests and more than 20 million daily AI interactions. Tuya's cloud service, which has accumulated data upwards of 15PB (petabyte), complies with high-level encryption technology to guarantee its clients' data security with GDPR certification.

Founded in 2014, Tuya Smart has offices in Silicon Valley, Hangzhou and Shenzhen, and has data centres in Portland (Oregon, US), Frankfurt (Germany) and Hangzhou (China). <https://en.tuya.com>

The market

Time2 is expanding into the smart home market with a strategic focus on home protection and security devices, helping customers to create happy, secure, protected homes.

This strategy has been validated by the recently published *UK Smart Home Technology Report 2018** which, in summary, shows:

1. Smart home tech is a high growth market, with annual global spending expected to almost double over the next four years, rising from \$88.5 bn to \$157 bn by 2022.
2. While 87% of UK adults own a smart phone, only 44% presently own a piece of smart home technology and only 18% own home protection and security devices (eg cameras, smoke detectors etc).
3. The greatest barrier to growth is awareness, which is low (28% only recognise the name and 7% have never heard of it) and therefore provides great opportunities: the sector's appeal

increases significantly as consumers become aware of and educated in it, with aware consumers finding the idea of the smart home very appealing.

4. The category is wide open to new brands, with existing brand recognition weak: more people (34%) cannot name any brand than can name the top brand (Hive – 25%).
5. The entry point for many consumers is likely to be in technologies that address security and safety, which are considered by smart home device owners to be critical (while convenience technologies are 'nice to have'): around 60% consider protective monitoring (eg cameras and smoke detectors) to be critical. This dovetails well with Time2's product strategy.

* <https://www.impactmr.com/new-generation-smart-homes-report>

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