



OpenHub: digital architect and digital developer



OpenHub increases the value of your development projects by integrating the most appropriate smart solutions into your homes and estates.

We will work with you

- ◆ to design solutions appropriate to the layout and branding of your homes and estates
- ◆ to plan installations without disrupting the work of staff and other contractors on site, and
- ◆ to help you identify and implement simple and easily marketable options packages

We can work with you at every level, from initial design consultancy to the provision of complete turnkey solutions.

The traditional approach to smart home installation

Smart technology has been delivered to high value homes for many years and there are many providers of tried and tested solutions. However the approach that has worked well in the past is not suited to the needs of volume home building.

Up to now installers of smart equipment have largely specialised in delivering high-end unique solutions to individual homes. The demands of installing smart technology on site and in the home during the complex process of constructing a large estate require a whole new set of skills.

There are many different kinds of smart equipment, offered by a range of different suppliers and with a variety of conflicting standards and proprietary protocols. The traditional approach has been to start by putting together a tailor-made set of services for a particular home and then install the infrastructure needed to support those specific services. However, for the volume housing market, it is far better to begin by designing a future-proof infrastructure that can support a wide range of applications. The developer is then able to offer the prospective home buyer an easily saleable range of smart options.

A neighbourhood with large numbers of homes, each using a sophisticated set of smart technologies, places enormous demands on the local digital infrastructure. It is therefore no longer enough to simply focus on the equipment within the home but it is just as important to design the network infrastructure serving the homes to ensure that the required quality of service can be provided.



The approach of OpenHub

With a solid grounding in civil engineering, OpenHub understands the practical issues involved in building attractive, sought-after developments to time and to budget. It is able to liaise with the other contractors and staff on site to plan and deliver the infrastructure required with minimum disruption.

With an in-depth experience of designing, producing and installing home and school networking equipment, OpenHub can provide you with tried and tested best-of-breed solutions within the home and on the estate to deliver the smart products and services that your customers will truly value.

More importantly, with a long history of working with a wide range of suppliers to develop standards and interoperable systems for digital technology within the home, OpenHub can ensure that your customers are provided with a fully future-proof and flexible smart infrastructure that will not only support the service sets they purchase initially, but will also allow services to be easily added or changed later on.

OpenHub – digital architect and digital developer

OpenHub offer a range of services including:

- ◆ Designing the digital Infrastructure both in the house and on the estate
- ◆ Project planning and managing the installation of:
 - The digital infrastructure estate wide, including laying data ducts, blowing fibre where required, the building and fitting out of data centres and kerbside electronics in cabinets, and wireless hotzones
 - The digital infrastructure in the home, including internal cabling, data points, patch cabinets, sensors, control panels, wireless access points and whatever customer equipment is required, including flat screen TVs, ceiling mounted loudspeakers and LCD display panels
- ◆ Contracting with smart home suppliers to provide both the base level equipment and upgrade options
- ◆ Identifying the most attractive and profitable set of smart options for the house buyer you are targeting; defining what technologies will be included in the base house as well as suitable upgrade packages
- ◆ Developing joint marketing materials and supporting your sales staff in offering them to prospective purchasers. This will include
 - Brochure design and production
 - Making sales staff available for meetings
 - Providing a custom web site for the estate explaining the services on offer and allowing easy purchase of upgrades
- ◆ Working with offsite manufacturers to help them design their products to reflect the requirements of data networking and electronics within the home

OpenHub – other services

OpenHub is also putting together a Digital Estate Management service to provide a turnkey solution with options for long term revenue share. We are developing a sustainable business model for this and would be interested to talk further with you, if this is of interest.

For more information

To find out more about how smart technology in the home and on the estate can enhance the value of your developments contact:

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