MAKE EVERY HOUSE A SMART HOME

The advent of a truly universal smart home system, appropriate for all price points, came down to one company making it simple, intuitive, and affordable.

brilliant Smart Home System **+** **GREEN BUILDER® MEDIA** *Building a Better World*

BRILLIANT'S SMART HOME SYSTEM was born, as many products are, out of frustration.

The company's Co-Founder and CEO, Aaron Emigh, an accomplished Silicon Valley technology entrepreneur and inventor, wasn't looking to add another innovation to his list of more than 100 patents, he was just trying to use his house.

"One day I realized the more products you put in your house, the more you hate using your house because if I just want to dim the lights, I have to authenticate my smartphone, scroll around to whatever home apps I have, pick one and then I can finally control it."

The scenario Emigh paints repeats countless times every day in American households. Consumers love the idea of controlling their homes and making life simple, but the sheer complication and integration issues result in many people using their systems only sporadically or abandoning them altogether.

Home technology has been around for decades, so why does it lag behind smartphones and even cars, which now run with more than 50 computers and few glitches? According to Emigh, system costs, installation complexity, attempting to run home devices from cell phones, software upgrade headaches, different user experiences, and monthly fees are just a few of the complaints builders and homeowners levy against home tech.

"Tech companies thought it was good to have apps on a phone for mobile

The Workhorse
Here are the products that make up the basic Brilliant system.

Brilliant Smart Home Control Panels installs in place of any light switch. No hubs, custom wiring, countertop clutter, or switching between multiple apps. The product:

- Turns regular lights into smart lights: Supports LED, CFL, halogen, and incandescent bulbs and works with dimmable and multiway lighting.
- Installs in minutes with no additional hubs, custom wiring, batteries, or custom programming required.
- Connects to Sonos, Ring, Honeywell, Ecobee, Schlage, Yale, Genie, Garage Door Openers, Hue, SmartThings, and many others.
- Makes it easy for everyone—family, friends, and guests—to control the home.
- Includes built-in Amazon Alexa and also works with Google Assistant and Apple HomeKit is built in
- Serves as an audio and video intercom system with a built-in microphone and camera with a physical privacy shutter.
- Offers a personalizable touch-screen to display photos or art.

Brilliant Control Panels are available in four models, from a 1-gang panel for a single light switch to a 4-gang panel with four switches, and six colors: White, Ivory, Light Almond, Gray, Silver, and Black (color frames are sold separately as upgrade options). They support up to 300W incandescent and halogen, up to 150W LED and CFL, dimming, and multiway lighting.

The following products can be added to a Brilliant Control Panel to offer affordable smart lighting throughout the home:

SMART DIMMER SWITCH. Makes regular lighting smart, dimmable, and accessible via touch, voice, motion, scenes, and the Brilliant app.Use the touch slider to adjust brightness, tap anywhere on the


capacitive touch plate to turn lights on and off, and double-tap to set the mood with a scene that includes lighting, climate, music, and more. Brilliant Smart Dimmer Switches can also be configured to turn lights on and off automatically based on motion detection. Includes a built-in motion sensor and available in four colors: White, Light Almond, Grey, and Black.

SMART PLUG. Makes lamps and other plug-in devices smart. The Brilliant Smart Plug adds smart home connectivity, voice control, and scene control to any outlet at home. Brilliant Smart Plugs can be controlled from any Brilliant Control Panel or the Brilliant app.

MOBILE APP. The all-in-one Brilliant mobile app offers one convenient app to control the entire home while at home or while away. You can also use the app check in on your home, view live camera video feeds from any Brilliant Control, and communicate with anyone who is home via 2-way audio. Available for iOS and Android.
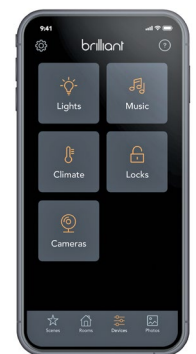
control, but you are controlling your house remotely only 10 percent of the time. The other 90 percent of the time you are in the house, and you want to change your immediate environment quickly," Emigh explains. "The direction the industry was heading was a modality suited to remote but poorly suited to actually using the home."

What about tablets and controls like Alexa or Echo Dot? These devices proved to be unsatisfactory as well. Tablets clutter home surfaces, need to be charged, and can't be used without a login, while Alexa and Echo Dot aren't viable solutions because people may not know they are in the house or what the exact commands are to operate them.

"Tech people overestimate the speed with which consumer behavior changes," Emigh says. "You simply can't control a home solely with a mobile device. If you do, people will stop using it because it is unrealistic and undesirable."

For home technology to work seamlessly, you must have a home control that

> "We radically simplified the experience for users, made our system easy to install, and built it to integrate with the most popular smart home brands and products available."
> **Aaron Emigh, Co-Founder and CEO, Brilliant**

is built into the home, that agnostically works with the most popular products in every home category, and that can be used by even the least tech-savvy person.

It was based on these simple precepts that Emigh and his team created Brilliant.

The Brilliant Difference

Launched in 2018, Brilliant is a smart home control and smart lighting system that makes it easy for anyone to control lighting, music, doorbells, locks, cameras, thermostats, intercoms, scenes and more. It is simple to install (pop out a lightswitch, connect the Brilliant panel)

integrates with the top brands in each home category, and offers the world's first affordable in-wall smart home control system. (See "The Workhorse," left.)

Consumers were smitten with the DIY system and spread the word. Then, Brilliant won two CES Innovation Awards and a CEDIA BEST Award. It wasn't long before builders went against their cynical instincts and checked out the company to see if, finally, there was a system they could offer that wouldn't result in install headaches, callbacks, and disgruntled homeowners.

"Yes, smart home has become a

mainstream consumer product at this point, but some of us were around 35 years ago when no one wanted any of it and nothing worked," says John Gallante, President of AE Ventures and TecHome Builder. "We are a long way from there, and if you want to know how we got here, you can draw a direct line to ADT Pulse in figuring out recurring revenue models. The cable and phone companies followed in the 2010s, and it really created mainstream appeal—and investment dollars—for smart home functionality."

But even as affordable security and internet services flourished, the smart home automation systems remained elite. "Crestron, Elan, and Control4 ... these guys paved the way," Emigh agrees. "They do build home control panels and install them into homes. What they don't do is build something that can go in *every home*. They are very expensive, and their systems don't fit into the existing infrastructure of a home." (See "Brilliant Versus Legacy Home Automation," above.)

Brilliant takes the functionality of higher-end systems and automates it into one tech package that doesn't cost

Brilliant Versus Legacy Home Automation

BRILLIANT	LEGACY SYSTEMS
■ Affordable	■ Expensive
■ Installs in the place of a light switch (no custom wiring required)	■ Requires integrator for installation, programming, mods, and updates
■ Easy-to-use, intuitive, attractive interfaces	■ Hyper modern and tech-y interfaces that are not mainstream-friendly
■ Homeowners can easily add new products and program the system	■ Difficult for homeowners and family members to learn
■ Free over-the-air software updates	■ Proprietary closed ecosystems with limited product selection

tens of thousands of dollars but, rather, starts at under $1,000. A typical starter system includes a Brilliant Control, a smart thermostat, a smart doorbell, and a smart door lock.

"We have scenes where you can turn off lights, shut the garage door, and lock doors at night, and not only can you invoke these scenes from Brilliant's touchscreen, but you can also do so by double-tapping

the light switches or with the app."

Emigh believes the more comfortable people are with smart technology, the more they will control their house through these integrated functions. "I can use my house thousands of different ways, not just a dozen," he says. "Other companies can't do this. We radically simplified the experience for users, made our system easy to install, and built it to

Make Every House A Smart Home

"Brilliant lets us use already well-known brands, like Ring and Sonos. When someone already uses these types of products, they know the convenience. Then when they see how the Brilliant platform simply replaces light switches, they get excited."

Brandon Tatta, division manager, Graham Hart Home Builder

integrate with the most popular smart home brands and products available."

Brilliant takes the high-end capability and compelling experience enjoyed by multi-million dollar homeowners and puts it into every home. "That's Brilliant's core mission," says Emigh. "And we are actually making the experience a lot better."

Is it really the same experience as a high-end home automation system? Let's take a look at a mid-price-range builder's experience with Brilliant and find out.

Ready Made for Tech

Graham Hart Home Builder was the perfect home building company to test Brilliant's appeal and value to home buyers. A builder of elegant custom homes in the Dallas-Fort Worth area, the company stayed ahead of its competition by distinguishing itself with functional floor plans and beautiful designs. When the company hired a new division manager, Brandon Tatta, in 2019, "integrated smart home" became the company's next differentiation point.

The company had specified home automation in the past, installing low-voltage wiring suitable for a media room and surround sound throughout the home, an alarm system, and phone/data connections. If homebuyers wanted more, it required the installation of a system like Control4 or Crestron, which was cost-prohibitive for many buyers, hard to program, and often required significant support for programming, maintenance, and updates.

Graham Hart wanted to do something that people would be excited about and use. "We pride ourselves on being an agile builder, being able to incorporate new popular trends," Tatta says. "We build a clean, farmhouse look, which is already unlike the competition, so we decided to separate ourselves further and become the market leader in how we introduced smart home technology."

In other words, while other builders may have also been offering connected home systems in the market as an upgrade option, Graham Hart wanted to provide smart home technology as standard while also allowing its clients to customize tech solutions for their individual needs. The team zeroed in on Brilliant and used the model home to roll out its efforts.

"The minute you take one step on the model home porch, you see a Schlage door lock and a Ring Doorbell," Tatta says. Once the home shopper is inside, carefully choreographed technology turns a typical model home tour into an experience.

"First, the salesperson can see who is at the door of the model by using the screen in the kitchen. Then, as she tours the prospects through the house, they are treated to pre-programmed scenes, like 'It's movie night! and the lights dim, and the TV turns on," Tatta describes. "We can demonstrate all of Brilliant's uses in the models, and home shoppers immediately see the convenience."

Graham Hart employs other touch-points throughout the house, like motion-sensor-activated lighting, and, of course, visitors get their turn at the kitchen controller, using the video function to view the front entry.

"We talk about these features

Brilliant Ecosystem Products

VOICE ASSISTANTS
- Amazon Alexa
- Apple HomeKit
- Google Assistant

MUSIC
- Sonos

ACCESS & LOCKS
- August
- ButterflyMX
- Emtek Assa Abloy
- Kwikset
- Ring
- Schlage
- Yale

LIGHTING AND SWITCHES
- Leviton
- LIFX
- Lutron
- Philips Hue
- TP-Link/Kasa Smart
- Wemo

CLIMATE
- Ecobee
- Honeywell Home

HUBS
- SmartThings

GARAGE DOORS:
- Genie

How Builders Benefit

Here is the nutshell on what Brilliant offers builders.

BRILLIANT PARTNERS ENJOY:

- Low-cost investment with instant ROI
- Ability to transform houses into easy-to-use smart homes
- Easy way to differentiate homes and communities from competitors
- Simple installation (installs in the place of a light switch)
- Opportunity to increase the amount home buyers are willing to spend
- Decreased time homes sit on the market

HERE ARE THE SALIENT POINTS TO SHARE WITH YOUR HOME BUYERS ON WHY THEY SHOULD VALUE OWNING A BRILLIANT HOME:

- Future-proof smart home that is easy to use
- Integrates with the most popular smart home brands and products
- Easy to add more smart home products and controls over time
- Touch, voice, and motion control plus home automation
- Improves energy efficiency via smart lighting and climate control
- Makes smart home technology incredibly affordable (rolls cost into mortgage)

BUILDER PROGRAM DETAILS

Brilliant meets with you and your professional integrator to select the ideal ecosystem of smart home products for your homes, buyers, and budget. The company also offers a collection of marketing materials to help you promote your new homes as best-in-class smart homes with an integrated home control system.

BRILLIANT PROVIDES:

- Training and resources to equip your professional integrator, realtors, and other key members of your team with everything they need to make your smart home strategy successful.
- Free Brilliant Controls and Smart Dimmer Switches to install in model homes for builders putting up 50-plus homes a year.
- Trial discounts on Brilliant Controls and Smart Dimmer Switches for product evaluation purposes.
- Employee accommodation program for builder partners (enables your team to purchase Brilliant products for personal use at a discount).

To sign up to become a Brilliant partner or submit a question, please go here.

differently than we do energy efficiency or upgrades," Tatta says. "We let them experience it and then point out it is 100 percent standard. Brilliant lets us use already well-known brands, like Ring and Sonos. When someone already uses these types of products, they know the convenience. Then when they see how the Brilliant platform simply replaces light switches, they get excited." (See "Brilliant Ecosystem Products," page 5.)

Emigh is bullish about the 200-plus builders that have come on board with Brilliant, and says when he talks to them, they immediately understand the upsides. "So many have signed on," he says. "It is really key when builders see it and realize it is as simple as we say and does all we say in a unified pleasurable way. They want it in all their homes."

One barrier for many builders to overcome is their own history and experience with other technology. Many technology companies were selling solutions that never lived up to their promise, which left many builders feeling like they were sold a bill of goods. "We are now getting past most of this natural skepticism," Emigh says. "When we speak with prospective builder partners, we encourage everyone to install Brilliant in their own home and try it. The system really sells itself."

Lisa Petrucci, Brilliant's Vice President of Development and Sales, says the building industry lacked a cohesive strategy for rolling out tech, and it hurt builders. "There has been a shift in the past year or two where builders are now trying to craft a strategy around 'smart.' They didn't have that role in the past, and no one was leading the charge, so they looked toward external integrators and partners—and then Brilliant—to find the right ecosystem," she says. "Once they saw the vision of interconnected products, they became evangelists, and we started seeing builder referrals from region to region." (See "How Builders Benefit," left.)

In addition to these referrals, Brilliant enjoys crucial yeoman marketing support from its installer base.

Installers On Board

While the Brilliant system is easy to install and is a DIY project for consumers comfortable with shutting off their house's power and disconnecting light switches, builders typically use low-voltage integrators to install systems.

Emigh found that installers liked the concept of growing their business with Brilliant. While legacy systems are higher dollar propositions per project, the time and effort they require means the installer can't take on as many jobs.

"Homeowners and property owners get frustrated with the need for installers when they want to reconfigure the system or make new scenes," he notes. Installers hate it, too, because they are often dealing with unhappy people who don't want to have to rely on someone making $300 an hour to alter their system. The installer often ends up making adjustments for free just to keep the client satisfied. "They are happy to put systems like Brilliant in, and move on," Emigh says.

David Berman, President of ESD Technologies, a seasoned veteran installer in the home technology space, has decades of experience watching home technology options evolve. He is keenly aware of the drawbacks of legacy home automation systems, and when he discovered Brilliant, he moved 100 percent of his business to the platform and never looked back.

"Builders don't have to invest $40,000 in technology for their homeowners," he says. "Brilliant solves so many issues, doesn't require programming, and the customer can do everything on their own once they are in the house."

Berman particularly likes the fact that Brilliant doesn't tie you to a contract, particular products, or charge recurring fees. "For many people, the security system is their automated home. With Brilliant, you don't have to keep a security platform to be able to run your house," he says. "It's a bad idea anyway. If you decide to stop using that security provider you no longer have control of your own house,

and you are back to apps on your phone."

Berman, who is the integrator for Graham Hart, is a firm believer in one user interface for all home automation needs, noting that with the advancement of indoor air quality technology, integrated appliances, and other applications that a homeowner could conceivably end up with 200-plus phone apps just to run their home.

"Brilliant solved this," Berman emphasizes. "Its ecosystem can manage

Brilliant Recommends

Part of Brilliant's success is the training, marketing, and onboarding it provides to builders.
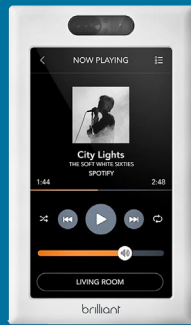
Brilliant has been installed as a standard feature in homes ranging from $200,000 starter homes to $10 million custom estates. Whatever price point you build in, you need to consider several factors when selecting the right smart home products: average cost per home, total square footage, number of floors, profile of the home buyers, in-law unit on site, competitors in your market, and others.

"We tend to see standard packages with three to five products included," says Lisa Petrucci, Vice President and Development and Sales for Brilliant. "But the most important thing builders should consider is not the number of products, but, rather, what is a good experience? What adds the most value? How can the buyer live more comfortably and feel more secure? Then, they should craft a strategy from there. It often pays to set a good-better-best plan."

Here are a few common Brilliant Smart Home System packages that start at under $1,000:

STARTER SMART HOME PACKAGE
- Brilliant Control
- Ring Video Doorbell
- Smart Thermostat
- Wi-Fi Access Point
- One hour of in-home set up and tutorial

STEP-UP SMART HOME PACKAGE
- 1-2 Brilliant Controls
- Ring Video Doorbell
- Smart Thermostat
- Smart Lock
- Genie WiFi Garage Door Opener
- Wi-Fi Access Point
- One hour of in-home setup and tutorial

MID-MARKET/CUSTOM SMART HOME PACKAGE
- 2 Brilliant Controls
- Ring Video Doorbell
- Smart Thermostat
- Smart Lock

- Sonos One or Beam Sound System
- Genie WiFi Garage Door Opener
- Mesh WiFi System
- One hour of in-home set up and tutorial

MILLION DOLLAR PLUS SMART HOME PACKAGE
- 3+ Brilliant Controls
- Smart Dimmer Switches
- Ring Pro Video Doorbell
- Smart Lock
- Smart Thermostat
- Sonos Amp and In-Ceiling Speakers
- Genie Smart Garage Door Openers
- Mesh Wi-Fi System
- One hour of in-home set up and tutorial

To learn more about package options and pricing, please email pros@brilliant.tech. You can also find additional helpful information about packages and options in Brilliant's Handbook for Builders.

"People just keep putting apps on their phones to control the home technologies they buy. Pretty soon they have 30 different apps, and they don't realize that isn't the way they are supposed to run a home. That isn't a smart house, it is a dumb house filled with smart things."

David Berman, President of ESD Technologies

tons of devices with no programmer involved. It's a compelling advantage in the marketplace, and builders are excited. When homeowners close on a home with Brilliant, they have a great foundation to start growing the smart home tech themselves."

From his installer viewpoint, Berman sees the market for Brilliant cutting across all demographics but being particularly appealing to people buying in the starter and first move-up markets. "It's so important to understand that people buying inexpensive homes are more connected to technology than those buying more expensive homes," he says.

But even a few of his higher-end customers, frustrated by the complexity of their custom systems, tossed them aside and gave Brilliant a try. "They were super excited and played with the system instead of leaving the remote in the corner and feeling guilty about spending all that money on something they were never going to use," he says.

Berman believes more education is needed in the marketplace. "People just keep putting apps on their phones to control the home technologies they buy. Pretty soon they have 30 different apps, and they don't realize that isn't the way they are supposed to run a home. That isn't a smart house, it is a dumb house filled with smart things."

Berman thinks this happens because people don't understand the meaning of control versus automation. "Control means interacting and understanding it. With Brilliant, there is no need to interact with it. The motion detector turns lights

Imitate Brilliant Builders—But Know What You're Doing

Don't tech-wash by making an unstrategic stab at providing a connected home.

One advantage of being a Brilliant builder is being able to differentiate your houses from others, especially in larger communities. The company relays a story about a large community where one production builder advertised that Brilliant home automation was standard on yard signs.

Not to be outdone, a nearby builder immediately put out signs that said, "Smart Home Included," and the rest of the home builders followed suit. When the Brilliant crew toured through these builders' models, they found that their idea of a smart home wasn't a strategy, but was instead an Alexa or Echo Dot on a coffee table.

David Berman, President of ESD Technologies, had a similar experience and says once he and his coworkers visited the models of builders who advertised they had smart home technology. "None of the salespeople knew what the company was providing, and they would punt to the integrator. Then you'd find out it was a set of products you wouldn't normally buy, or WeMo and Alexa, and they called it whole-home automation."

"You need to be pitching that you have a robust, well-rounded system—a nerve center for your homes that is 50 products in one and will allow you to do so many things," says Lisa Petrucci, Brilliant's Vice President of Development and Sales. "A point device is not a superior home technology system."

"Not secure enough" is a common assumption of cloud-based technologies. Most of these risks and insecurities, however come from poor password hygiene practices—reusing online passwords when setting up smart home accounts.

Systems like Brilliant use security protocols that rival the most secure enterprise-grade cloud solutions. This topic of security has slowed adoption of smart home for some segments of the population, but acceptance of cloud-based products is now a mainstream thing that offers more benefit than worry for most.

"When you look at the marketing pyramid for smart home, I see Brilliant squarely in the middle tier or in the semi-custom range," says Earnest Morgan, a smart technology adviser for commercial and residential environments who formerly worked for Conrol4. "Companies like Control4 are highly entrenched in homes that have high wealth earners and folks who have a need for security."

One hot segment that is leading the smart home charge are theHenrys (High Earners Not Rich Yet) says Morgan. "You have your cohort of the young rich—millennials who make a lot of money. She lives by herself and is still throwing parties. She may not have the same security concerns."

"I think the industry could probably do a better job with the privacy story," says John Gallante, President of AE Ventures and TecHome Builder. "We get mixed in with big tech and their privacy and security concerns, and it diminishes home technology. It's overblown and is also easily overcome with simple fixes like two-step authentication and passwords."

on; I don't need to do anything. *That* is a smart home—the ability to make your house do what you want it to do when you want it done."

From homeowners to builders to installers, Brilliant has a fan base. The rapid growth of the company is based on the fact that it solved stubborn home tech problems that desperately need to be solved and because it kept a laser focus on the subtle nuances of product design and functionality. User-friendliness and simplicity coupled with an open ecosystem proved to be the keys.

Devil in the Details

While home technology was certainly a space that needed a better product for the everyday person, Emigh knew that delivering a successful solution meant addressing features down to the tiniest details. It had to have the same ubiquity enjoyed by iPhone.

Experts in the home-tech industry think Brilliant is on to something. "I like the simplicity of what Brilliant has engineered," says Gallante. "It's just a simple, well-engineered solution and gives the builder a lot of options."

That simplicity wasn't accidental. Emigh believed that for a system to be adopted it had to work with what was already in the house. "We needed to create something straightforward that a homeowner could install and add on to with no additional infrastructure. It had to take advantage of wires that are already in every room of the house."

Then, there was the location: Emigh capitalized on the fact that people were already used to light switches. "Switches are in every room and already the home control point used the most in a house," he says. "Putting a touchscreen there is a natural extension of turning lights on and off, but now you can also adjust your temperature, and lock and unlock the door."

Intuitive placement where light switches once were, combined with the visual nature of a touchscreen, is a

winning combination, Emigh thinks. "You can't do everything with voice because you have to know what the light is called or what specific command to give," he says. "Most people get frustrated with this kind of thing and end up shouting at their wall."

Plus, he adds, another limitation is that voice commands are slower than touch interface. It is estimated that people process visual information ten times faster than auditory prompts: "Think about a query for the weather. You don't want someone to slowly read the weather to you; you want to see the weather on the screen and interact with the forecast."

Voice is also not good for interactive tasks, like dimming or changing the volume. "It's so much easier to use a touch slider than to use voice to get the precise dimming change you are looking for," Emigh says.

Brilliant offers a multimodal touchscreen interface that includes built-in voice control and motion detection options for controlling lighting. This is an advantage that addresses recent widespread consumer interest in health and wellness and sanitation.

"Things are definitely moving in the direction of healthy homes," says Earnest Morgan, a smart technology advisor for commercial and residential environments. "More than ever, it will be important for hands-free or consolidated operation of a home. The more times and the more people touch a light switch, the more opportunity for germs and viruses to spread."

Last, the technology's beauty is paramount to acceptance by homeowners. "We designed it to be beautiful and to blend into a home's decor," Emigh says. "Smart technology companies have created things that are tech looking and hyper-modern. We wanted something that would look good in a normal home and seamlessly blend in." Brilliant Controls can also be turned into digital picture frames. Users can load photos onto Brilliant's touchscreen to make their homes feel more like home.

Multifamily Powerhouse

Brilliant also offers a smart apartment solution for multifamily developers and operators.

Brilliant is the first in-wall smart home control system that can be affordably integrated into every apartment and multifamily property—new construction and retrofit projects. It transforms apartments into easy-to-use smart homes and sets the new gold standard in smart home experience for residents.

Brilliant integrates with ButterflyMX, the leading building entry and smart intercom system, to help residents ensure that they never miss a visitor or delivery while they are home and away from their phone. Brilliant Smart Switches can also be installed in common areas of a building too to make an entire property more energy efficient with motion-based lighting. More features and integrations are currently in development, which will unlock even more opportunities to make their properties smart.

To learn more about Brilliant's Multifamily offering or make an inquiry, please go here.

A Brilliant Future

Emigh exhibits a certain impatience when he talks about the inevitably of a system like Brilliant. He's had to explain more times than he can count the ridiculousness of calling homes appropriately outfitted with technology "smart homes."

"When you buy a house, do you say, 'I think I'd like a lit house or a heated house?' he points out.

This fact is also a source of excitement for Emigh and the Brilliant team because they know that all houses will eventually be smart, just as phone and auto manufacturers learned that all of their products are now smart. "Future homes will have ambient capabilities," Emigh says, referring to the concept of devices all working together to do what we need without much effort by a homeowner. "That's all going to happen," he says. "It will quickly become something that we just expect from our homes"

But while Brilliant builds toward this ubiquity, it has plans to continue its rapid growth. Brilliant's whole-home lighting solution, an extension of its smart home system, will be in the market in early summer. "The ability to add affordable, motion-controlled smart lighting throughout the home really completes our smart home offering at a mainstream price point. It increases energy-efficiency and also makes it possible to create

> "What people are demanding is open source, not a garden-walled environment where you can't pick the products you want. We always recommend to builders that to stay best in breed, you need to give buyers choice."
>
> **Lisa Petrucci, Vice President, Development and Sales, Brilliant**

custom lighting scenes and experiences that tie in other products like music," Petrucci says.

The company is rapidly expanding its ecosystem of smart home partners and recently launched a new integration with Genie to offer garage door access control. Other product partnerships will eventually include things like window shades, hot tubs controls, pool controls, and more partners and features for every category. "We are a smart home solver," Petrucci reminds. "What people are demanding is open source, not a garden-walled environment where you can't pick the products you want. We always recommend to builders that to stay best in breed, you need to give buyers choice."

"Imagine all this choice combined with over-the-air software updates and the fact that we charge no additional fees," Petrucci adds. "The Brilliant system can grow with buyers and will continue to

unlock new value for homeowners over time."

Not only will Brilliant owners be able to easily add new products to their system, but they will also be able to participate in future programs coming online over the next 12 to 36 months, such as solar power connectivity, aging in place features, and the ability to join money-saving demand-side management programs offered by utilities—all via an attractive dashboard in their homes.

"Power running into your house was a tremendous advancement in housing. It's built into the house in a consistent place and manner—and the same goes with plumbing," Emigh says. "Critical systems are mobile-first, then built into appliances, and then built into the house itself. Our belief is that smart tech is on par with electricity, light, heat, and plumbing. Making it part of the home is inevitable." ∎