

# Control4 Smart Home Demo with Amazon Alexa



Amazon Alexa now integrates with Control4 for hands-free control of lighting, lighting scenes, and thermostats without the need for drivers or programming. Your expertise will be required to add more complex scenes that include entertainment, security, shading and more.

Add Amazon Alexa to your showroom so your customers and prospects can experience what it's like to live in a voice-enabled Control4 Smart Home.

## Adding Alexa to your Showroom

This demo script will provide you with recommended products, scene examples and a demo path to use in your showroom. Keep in mind that this is a guideline to help you jumpstart your showroom with Alexa, customize your approach to fit the needs of your customers and the capabilities of your showroom.

## Product List

- Amazon Echo
- T3 Series 10" In-Wall Touch Screen and/or T3 Series 10" Tabletop Touch Screen
- EA-3 Entertainment and Automation Controller
- SR-260 System Remote Control
- Control4 Wireless Thermostat by Aprilaire®
- 1-2 Wireless Keypad Dimmers
- 1-2 Wireless Dimmers
- Yale DB Launch Kit
- Integrated Security System

- Television
- Programmed "scenes"
- 2-3 Lighting Loads/Zones
- 2-3 Entertainment Zones

## Pre-Programmed Scenes

Below are the parameters required for programming scenes to accompany the script. The pre-programmed project file is available for download at [ctrl4.co/alexademo](http://ctrl4.co/alexademo). If you should choose to customize the script, these scenes will also require customization.

### Welcome

- Turn on the lights in the entry and main areas of the home (kitchen, family room, etc.)
- Adjust the thermostat to 72 degrees (shown on touch screen)
- Stream a station from Pandora (something a little peppy)
- Keypad LED illuminates green when the scene is activated

### Dining

- Slowly flash all interior lights 3 times
- Televisions/Media devices are turned off
- Dim the kitchen lights to 25%
- Dim the table lights to 70%
- Turn on soft ambient music from Pandora
- Keypad LED illuminates green when the scene is activated



### Movie Time

- Turn the television on to Apple TV or Blu-ray
- Turn off the lights in main areas
- Dim the overhead lights to 25%
- If it is daytime, program the shades to lower
- Keypad LED illuminates green when the scene is activated

### Home

- Entertainment off
- Turn off all the lights
- Turn on accent lights
- Lower the thermostat to 68 degrees (shown on touch screen)
- Lock all doors
- Arm the security system (touch screen shows countdown to arm)
- Keypad LED illuminates green when the scene is activated
- Keypad LED for “Locks” changes from red (unlocked) to green (locked)
- Push notification is sent to mobile device indicating that the house is secure or needs attention

## Effective Demos with Lifestyle Selling

It's important to get to know your customers and gain an understanding for their lifestyle as well as their current and future home automation needs. By asking questions about a customer's lifestyle you can personalize the demo in a way that will both meet the needs of the customer and inspire them in ways they hadn't considered using home automation.

Here are a just a few examples of questions that you can ask:

- What do you know about Smart Home Technology?
- Are there specific aspects of a smart home that you would like to explore?
- Do you have children living at home? Kids are notorious for leaving the lights on throughout the house, would you like to be able to turn off all of the lights with just a single voice command?

- Do you like to entertain? Are your parties typically large or small?
- Do you enjoy outdoor entertaining?
- Are you interested in energy savings? Going green? Would you like to optimize your use of blinds/shades, thermostats & lighting?

After you've had a chance to get to know your clients and understand their home automation needs, invite them to your showroom for a personalized Control4 Experience Demo. Use the insight you have gained to personalize the demo to show how Control4, with your expertise, can deliver a smart home experience that fits their unique lifestyle.

## Amazon Echo Demo Script

A particularly unique aspect of Control4 and Amazon Alexa is the coordination of all connected devices in a home for a truly personalized homeowner experience with solutions to maximize their comfort, convenience, entertainment and peace of mind. Below we have provided you with a sample script that leverages this unique capability to introduce your customers to voice control using Amazon Alexa.

### Introduction

“While there are many smart products available today, it isn't until these devices work together in orchestration that you experience the magic of a smart home. Control4 delivers power and performance in one platform that coordinates the technology in your home into complete, brilliant experiences—interactions that fit your lifestyle and are easy for your family to enjoy.

With one touch, dim the lights, stream high-resolution music, turn up the heat, lock the doors and arm the security system. Or, check in on your home no matter where you are. And now, through the power of the Amazon Echo, you can control virtually everything in your Control4 system with the sound of your voice—just ask Alexa.

Let me show you how easy it is to automate your home using Control4 and voice commands. We'll walk through an evening at home with the family, enabled by Amazon Echo. I will set up the scenarios for you and then ask for you to provide the commands for the Echo. Once you have engaged Alexa, watch as the home around you responds.”



## Welcome Home

**Dealer:** Imagine for a minute that you have just returned home, arms loaded with groceries for dinner. Rather than fumbling to turn on the lights, Alexa can do it for you.

**Customer:** “Alexa, turn on *Welcome*”.

**Dealer:** As you enter, lights begin to illuminate in the entry and main areas of the home, the thermostat adjusts to a comfortable occupied temperature and Pandora begins streaming softly throughout the home. All of this control with just your voice.

**Note:** During the demo, use the touch screen to point out how the temperature settings adjust. You can also point out how the “Welcome” scene LED on the keypad is green, indicating an active state.

## Dinner Time

**Dealer:** When dinner is nearly ready, the Echo can be used to call the family together.

**Customer:** “Alexa, turn on *Dining*”.

**Dealer:** To signal that it is time for dinner, the lights in the home slowly flash three times. All entertainment devices in the home shut off, while the lights in the kitchen and the dining room dim. Again, Pandora begins to play soft, ambient music. All of these events happen without you stopping your preparations to leave the kitchen and gather the family. And at the end of dinner, it’s simple to raise the lights for cleanup. “Alexa, set dining table to 100%”.

**Note:** Show the customer how easy it is to program the lighting for a scene using a touch screen. During the demo, you can point out the green LED on the keypad and then indicate the changing lighting levels on the touch screen.

## Movie Time

**Dealer:** If the family wants to watch a movie together after dinner, Alexa can get it all queued up.

**Customer:** “Alexa, turn on *Movie Time*”.

**Dealer:** The television turns on to the Control4 home screen, the main house lights turn off and overhead lights dim. If it’s daytime, shades lower to set the right mood for a movie. Once the family

has gathered, you can use the SR-260 remote to navigate and select a movie.

**Note:** The touch screen can be used to show the shade and lighting settings. Use the remote to show the customer how to navigate through the different menu settings to select and start a movie. You can even let them do the navigating. Again, the “Movie Time” scene LED will show an active state (green LED) on the keypad.

## Good Night

**Dealer:** Alexa can even put the house to bed at the end of the night.

**Customer:** “Alexa, turn off *Home*”.

**Dealer:** As you head to bed, the main house lights turn off, while accent hall lights illuminate. The thermostat lowers to 68 degrees, doors lock, and the security system is armed. You can even have a notification sent to your mobile device letting you know that everything is safe and secure. Control4 and Amazon take care of everything, so all you have on your mind is sweet dreams.

**Note:** All of these actions can be followed on a touch screen. The “Home” scene LED will show as green on the keypad. “Locks” will change from red to green, indicating that the doors have been locked. A push notification is sent to the Dealer’s mobile device indicating that the house is secure, or that a zone has been left open and needs to be addressed before going to bed.

**Dealer:** Obviously, this is just a sampling of how the Amazon Echo and Control4 Smart Home Technology can work together. Let’s figure out how to make these technologies work best for you.

## The Benefits of Adding Smart Lighting to the Project

Voice control of single home automation devices is a no brainer, but you really create something magical when you combine control of individual devices and whole homes with Control4 Smart Lighting. Use the following script and additional resources to introduce the benefits of smart lighting and tailor a system to fit the lifestyle and individual needs of your client.



“Smart lighting adds elegance, ambiance, convenience and energy efficiency to your home. Raise or dim any light in the room, or the entire home with a single touch. You can even make your home appear occupied while you are away. Plus, as you’ve just seen with Alexa, when smart lighting is tied to other systems in the home—such as music, shades, temperature, security and more—the possibilities for automation are virtually endless.

- With Centralized Lighting, move your lighting controls into a closet and replace banks of switches with stylish and elegant keypads
- Custom button engraving makes it easy for everyone in the family to know what each button does
- Customizable, backlit engraved buttons allow for one-touch control of lighting and much more! Lock the doors, begin a movie, start or stop your music and control the volume—all with a simple press of a button
- Programmable LEDs provide quick visibility to which lights or scenes are currently activated, garage door will change from red (unlocked) to green (locked) at the end when the house is turned off at the end of the night
- Buttons can be configured using five different button sizes for a total of 38 possible configurations and can be reconfigured whenever a change is needed or desired
- Style to match any décor—mix and match engraved buttons and sleek, screw-less faceplates with 12 stylish color and gloss and satin finishes

Once you experience Control4 Smart Lighting for yourself, you’ll wonder how you ever lived without it. Let’s determine the best way to tailor a smart lighting system to fit your life.”

## Smart Lighting Resources

We’ve put together a few smart lighting focused marketing tools and resources that can be of value to you as you explore this solution with clients.

- Smart Lighting Solutions Brochure—An updated look at smart lighting from Control4
- Smart Lighting Display—Elegantly showcase Control4 Smart Lighting with this stunning showroom and portable display. Showcases an assortment of smart lighting keypads and dimmers in a variety of faceplate and button color combinations—all with sleek, backlit engravings (available in 120V, 240V Decora and 240V Square)
- Smart Lighting Personalization Notepads—Use the removable notepads to help prospective lighting customers determine the ideal button configuration, color combination, programming and engravings for their home. Each notepad comes with a small tri-fold brochure explaining the smart lighting customization process

All of these materials can be found on the “Resource” section on the Control4 Portal. There you can always find the latest and greatest marketing materials available: Advertising & Marketing pieces, Brochures & Literature, Design Tools, Photos & Logos, Sales Tools, Showroom Signage, Videos and more! Be sure to check this section frequently for updates.