

2016 Achievement

- **Establishing Chamberlain as a thought leader in the smart home space**
- **Elevating the garage as the lynchpin to creating a smart home**

RESULTS

2016 Public Relations Successes

Impressions = 1.2B

Breadth = 2,691 articles

Website Traffic Driver = #1 in referrals



tech50+

IoT Daily



YAHOO!
FINANCE



Star-Telegram
FORT WORTH

The
Miami
Herald

THE
WIRECUTTER



DIGITAL
TRENDS



KEY INITIATIVES

Thought Leadership

- IoT World, Santa Clara, May 10-12
- Executive presentation: “Moving the smart home from cool to crucial: how the precise strategy, partners and platforms can evolve a single device experience to a full connected lifestyle.”
- Executive participation in panel: “Bringing together key industry players to deliver a ‘Connected Lifestyle’” with panelists from ADT, iControl, Sengled and iDevices.
- 10K attendees from companies including: Microsoft, Verizon, General Motors, Comcast, BMW, SAP, Samsung, Orange, Hitachi, Ford, Panasonic, Hyundai, ADT, AT&T, Avnet, Honeywell, WeMo Belkin International, Johnson Controls, Panasonic Automotive, Parks Associates, U.S. Department of Homeland Security, the FBI.

From Cool to Crucial CHAMBERLAIN

Cool...

- ✓ 10+ year product life
- ✓ Quality, safety and reliability
- ✓ Easy to connect, simple to use
- ✓ Control away from home



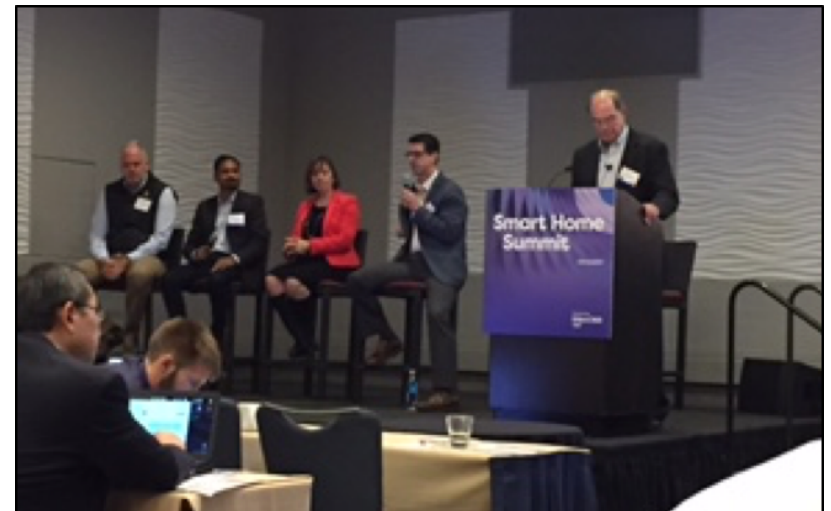


THE WALL STREET JOURNAL
"Putting your garage door on the Internet
makes your house safer
and smarter."



Thought Leadership

- Smart Home Summit in Palo Alto, November 1-2
- Executive presentation: “The Necessary Transformation of a Smart Home Company”
- 450+ attendees, from organizations including: Amazon, Nest, Comcast, Lyft, Logitech, Target, SmartThings, LG Electronics, GE Lighting, Airbnb, Sylvania, Honeywell, Belkin, Wink, Alarm.com, Sears, Gartner Research, Nielsen, Parks Associates, ADT.
- Executive participation on a panel: “A Global Perspective of Consumer Readiness to Adopt Smart Home Technologies” with panelists including Bill Ablondi of Strategy Analytics, the CEO of CEDIA, and executives from RWE New Ventures, ilumi solutions, and Logitech.



Thought Leadership – Influential Trade Coverage



“A connected home should start with a connected garage. This is where home activity begins and ends every day.”

A doorway to the connected home



Niall Hunt, Editor, 3/24/2016

Email This Print Comment

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50%

50%

The connected garage door is the most active smart device in American homes, says Chamberlain's Cory Sorice. Despite

this, raising awareness of the benefits of smart home technologies to consumers is still a major roadblock **What is Chamberlain's history of innovating in IoT?**

Chamberlain, together with its LiftMaster brand, has been the top garage door manufacturer for more than 40 years. Four years ago, we launched our MyQ technology when we saw an opportunity to bring added security and control to consumers by connecting their smart phones to the garage door. The garage is the main entry to the home for more than 70 per cent of Americans. The ability to monitor, open and close the garage door from anywhere, and receive alerts of door activity, is a great boon to consumers. MyQ is now inside our garage door openers



INFLUENTIAL COVERAGE

Mainstream Media – National TV

The screenshot shows the NBC Nightly News website interface. At the top, the NBC peacock logo and the text "NBC NIGHTLY NEWS WITH LESTER HOLT" are displayed. Below this, there are navigation links: "WATCH FULL EPISODES" on the left and "FOLLOW NIGHTLY" with social media icons for Facebook, Twitter, Google+, and Email, followed by "MORE" on the right. The main content area features a video player with a dark background. A red banner at the top of the video reads "SMART GARAGE DOOR OPENER" next to a red icon of a garage door with a car inside. Below the banner is a close-up image of a Chamberlain smart garage door opener. A red banner at the bottom of the video reads "CATCH THIEVES TARGETING YOUR HOLIDAY GIFTS" with the NBC peacock logo to its right. A small red banner above the video reads "BEST BUY / CHAMBERLAIN". To the right of the video player, there is a news article titled "Cyber Monday: How to Keep Porch Pirates From Pilfering Your Packages" dated "MON, NOV 28". The article text reads: "As a record number of orders fly off online retailers' virtual shelves, there are increased concerns about purchases getting safely into consumers' hands after they are left at their doorsteps." Below the article text are social media share icons for Facebook, Twitter, Google+, Email, and a code icon.

NBC
NIGHTLY NEWS
WITH LESTER HOLT

WATCH FULL EPISODES

FOLLOW NIGHTLY [f](#) [t](#) [g+](#) [✉](#) MORE

BEST BUY / CHAMBERLAIN

SMART GARAGE DOOR OPENER

CATCH THIEVES TARGETING YOUR HOLIDAY GIFTS

Cyber Monday: How to Keep Porch Pirates From Pilfering Your Packages

MON, NOV 28

As a record number of orders fly off online retailers' virtual shelves, there are increased concerns about purchases getting safely into consumers' hands after they are left at their doorsteps.

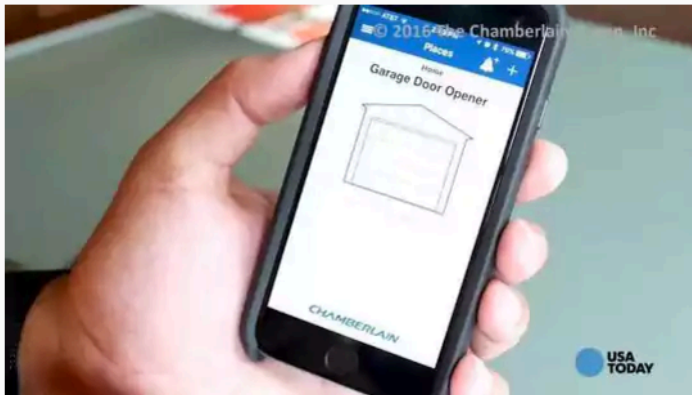
SHARE VIDEO [f](#) [t](#) [g+](#) [✉](#) [</>](#)

Mainstream Media – National Newspaper



The remote home: there are now many ways to monitor kids and home from afar

Marc Saltzman, USA TODAY | Published 8:47 a.m. ET Oct. 21, 2016 | Updated 12:12 p.m. ET Oct. 22, 2016



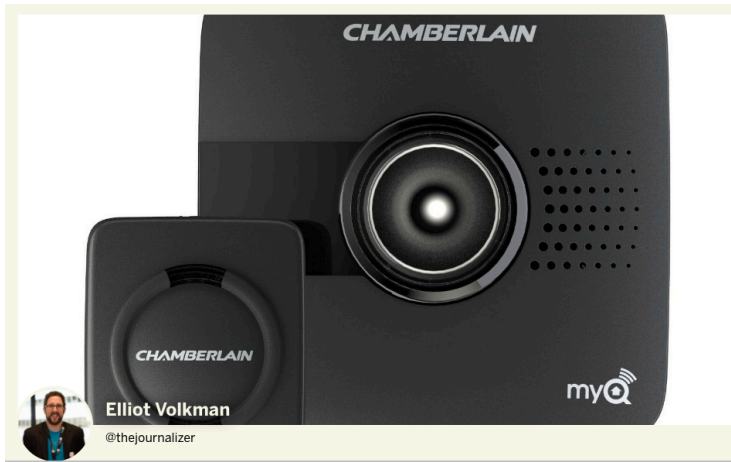
Tech expert Marc Saltzman shares the best gadgets and apps to make your home smarter.

Park place

Turn your existing garage into a smart garage. That's the premise behind Chamberlain's MyQ Garage (\$129.99), which lets you know if you've left the garage door open – and close it, if desired – from anywhere in the world. The free smartphone app also lets you open it remotely to allow someone access to borrow a tool or drop off a package, or you can set up custom alerts, such as a notification when your kids come home after school or if you left garage door open for a specific period of time. The MyQ Garage can be installed in less than 30 minutes, works with your existing Wi-Fi network, and easily connects to most existing garage door openers.



Mainstream Media – Gushing Reviews



Chamberlain MyQ Brings Your Garage Opener Into The IoT World [Review]

To many of us, a garage is more than just a place to store your cars. It's where we get the messy work done, it's typically where we enter our homes, and of course we find it perfectly acceptable to allow our garages to be a bit of a cluttered mess.

Some may have a side door, but otherwise, your typical interface is the large garage door that requires a remote, maybe a keycode panel, to get in. But garage door remotes suck. They always suck. And if your battery dies, it sucks even more, because you probably have to find the right button battery to replace it.

Chamberlain on the other hand has another idea, one that throws most garage opening sets into the age of the **Internet of Things (IoT)**. That is, as long as it was made after 1993.

Mainstream Media – Gushing Reviews



Chamberlain MyQ + Nest Cam Delivers Better Home Monitoring

JOSH SMITH x 01/05/2016

Chamberlain MyQ connected garage door openers can now connect with your Nest Cam to deliver better home monitoring that responds to an open garage door with video coverage inside the house or wherever your Nest Cam is located.

At CES 2016 Chamberlain announced that



Mainstream Media – Positive Reviews



Review: Chamberlain WiFi Smart Garage Door Opener

Posted July 27, 2016 by .Omar Correa in Home 0



Review: Chamberlain WiFi Smart Garage Door Opener

The accessories included with this kit are the outside wireless keypad, safety motion sensors, a backup battery, an LCD Wall control, built-in MyQ WiFi, and (2) 3-button remote controls for your vehicles, although if you car ...

TOTAL SCORE **A**

Mainstream Media – Topical Issues

PANTAGRAPH

EDITOR'S PICK

Home safety is a family matter

ARMIN BROTT and SAMANTHA FEUSS Tribune News Service (TNS) Nov 12, 2016 0



Wi-Fi Garage Door Opener (Chamberlain)

If you have a home security system, you're probably set up to monitor doors, windows and motion in various parts of your property. But what about your garage, which, for a lot of us, is the main way into or out of the house? Overlooked that one, didn't you? Considering that most burglaries happen during the day, when no one's home, a crook could break in through your garage and you'd be none the wiser 'til you got home. With Chamberlain's Wi-Fi garage door opener, you'll get an immediate alert on your smartphone anytime your garage door opens. And using the free MyQ app, you can open (and close) the door remotely, which is great for those times when the kids "forget" their key for the 274th time or when you want to let someone in but don't want him or her to have a key. These openers are designed to work with other smarthome technologies, such as Nest, and they connect directly to your home Wi-Fi network (although you'll need a strong signal in the garage). Prices vary. Available at the Home Depot or www.chamberlain.com.

Mainstream Media – Holiday Gift Ideas

Put Your Gift Cards to Use With This Ultimate Post-Holiday Gift Guide

There are worse fates than spending a gift card on just the gift you wanted in the first place.



Entrepreneur[®]

MAGAZINE

MyQ Wi-Fi Garage Control

Our smartphones essentially control our lives, so why not our garage doors? The [MyQ Wi-Fi garage control](#) allows you to control your garage from anywhere in the world. It installs in minutes and it's universal, working with garage door openers that use safety reversing sensors at the bottom of the garage door track. This is just another step to take if you are on a mission to control everything with your mobile device.



7 Kids and Us

2016 Holiday Gift Guide for Men



Chamberlain MyQ Garage

Feel secure knowing you can control your garage door from anywhere in the world via Wi-Fi and your smartphone.

Mainstream Media – Local TV



Smart Home Must-Haves



Blogger Reviews

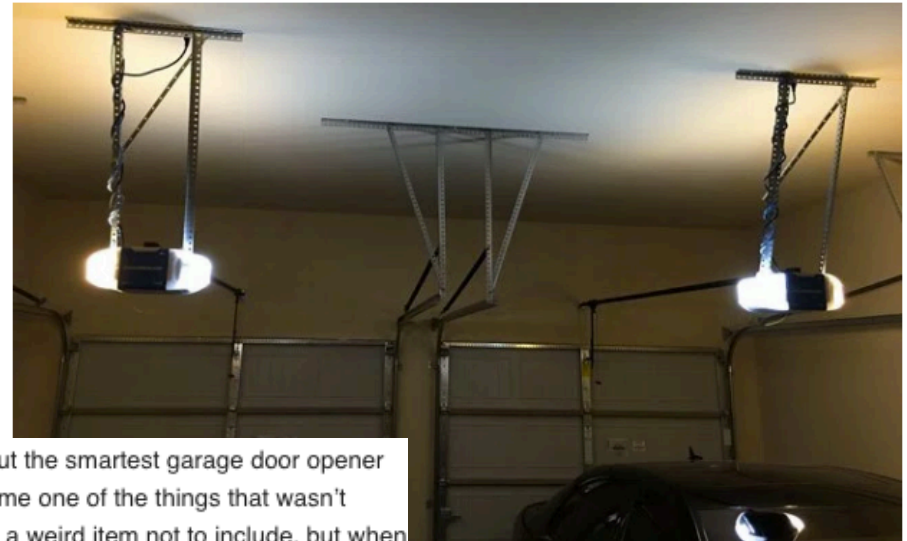


Chamberlain Smartphone Controlled Wi-Fi Garage Door Opener with Battery Backup Review

Continuing my Smart Home Product Review Week it's time to talk about the smartest garage door opener I've ever seen and it's by Chamberlain. When I moved into my new home one of the things that wasn't included was the two garage door openers I'd need. I thought this was a weird item not to include, but when I saw the price that the builder wanted to install theirs, I decided to just go get my own. This was another one of those things that I hadn't had to shop for in over 25 years. I hadn't realized how far they've come. The first option I noticed was a battery backup and I definitely wanted that. There had been times where storms had taken out the power in my studio (10' door) and that while I could get up on a ladder and use the manual release to raise the door, it just wasn't worth it. My car remained trapped until the power came back on. Having a battery backup means that the garage door opener will still work even if the house loses power.

Audience: 101K

Chamberlain Smartphone Controlled Wi-Fi Garage Door Opener offers everything in one box



Blogger Reviews



10 AWESOME GIFTS FOR THE TECH LOVER ON YOUR LIST

Audience: 442K



CHAMBERLAIN MYQ GARAGE DOOR CONTROLLER

It seems that we're controlling just about everything with our smartphones these days. Now, your garage door can join in on the action with MyQ Garage Door Controller. You can monitor who comes and goes, and get notifications every time someone comes or goes. You'll know if the kids are taking the car out or sneaking their friends in. MyQ Garage works with almost all brands of garage door openers, and there's no monthly fees. It's easy to install, too! \$99



Audience: 85K

Keep Your Home Safe While You Are Away

november 2, 2016 by samantha • 3 comments

We're all about having fun with your family. But how could you possibly enjoy yourself if you aren't completely confident that your loved ones are safe—especially in your own home? These new devices can help put your mind at ease so you can get back to the good stuff.

WiFi Garage Door Opener (Chamberlain)




If you have a home security system, you're probably set up to monitor doors, windows, and motion in various parts of your property. But what about your garage, which, for a lot of us, is the main way into or out of the house? Overlooked that one, didn't you. Considering that most burglaries happen during the day, when no one's home, a crook could break in through your garage and you'd be none the wiser 'til you got home. With Chamberlain's WiFi garage opener, you'll get an immediate alert on your smartphone anytime your garage door opens. And using the free MyQ app, you can open (and close) the door remotely, which is great for those times when the kids "forget" their key for the 274th time or when you want to let someone in but don't want him or her to have a key. These openers are designed to work with other smarthome technologies, such as Nest, and they connect directly

to your home Wi-Fi network (although you'll need a strong signal in the garage). Prices vary. Available at the Home Depot or <http://www.chamberlain.com>

Blogger Reviews

tom's guide

Best Smart Home Gadgets of 2017

	<p>CHAMBERLAIN MYQ GARAGE</p> <h3>Best Smart Garage Door Opener</h3> <p>\$99.0 > amazon</p>
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Audience: 250K

BUDGET SAVVY *Diva*



I am ALWAYS forgetting my garage door opener but I always have my cell phone so now I can monitor and control my garage door from anywhere. I was excited to finally make my garage smart – and you can too. I am going to buy one for my parents – it is very reasonably priced too! [Buy Chamberlain's MyQ Garage](#) .

Audience: 229K

THANK YOU