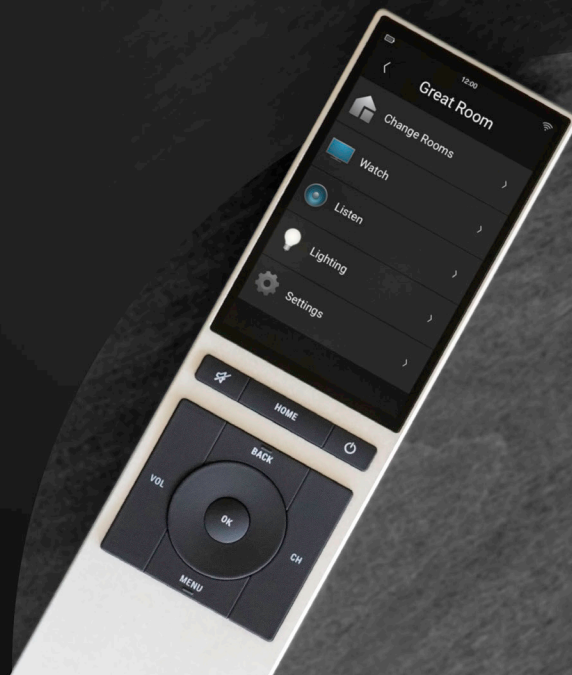


Control4®

# NEEO

## BEST PRACTICES GUIDE





## SELLING WITH NEEO REMOTE: BEST PRACTICES

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Expertly designed to deliver highly refined control for both smart home experiences and entertainment devices, Neeo is a modern handheld remote with a three-inch touchscreen interface that uses the power of the Control4 Smart Home OS 3 platform.

Neeo is the first Control4 remote that includes both physical buttons and a touchscreen, making it the ideal interface for smart home experiences including television, music, lighting, thermostats, and more. The three-inch touchscreen offers a beautiful graphical interface powered by Smart Home OS 3, so favorites are instantly available and arranged through the Control4 mobile app or a T3 Touchscreen. Neeo includes only essential physical buttons, so it's easy for anyone to use without looking down. Neeo can be installed in Control4 systems running the latest version of OS 3 (version 3.1) without a truck roll. Simply connect it to the home Wi-Fi and select the primary room where it will be used, and it automatically connects to the Control4 system. Neeo offers what no other remote offers—control of your Control4 Smart Home, personalized just the way you want.

### Step 1: Prepare Your Demo System

- > To demonstrate the Neeo Remote your demo system will need to be upgraded to the latest software release of OS 3 (version 3.1 or later)
- > Make sure a 2.4 GHz wireless network is available anywhere the remote will be used.
- > If you will be demonstrating satellite or cable TV, make sure that channels are available in the Control4 Watch menu for any room where the Neeo Remote will be used. The following resources can help you configure channels in Composer:
  - Smart Skill video: "[Adding Preferred Cable/Satellite Stations to the Channels Menu](#)"
  - Knowledgebase article: "[Channels: A Quick Guide](#)"
- > Use the Control4 mobile app or a Control4 touchscreen to create favorites in the room where your customer will use Neeo Remote the most. Favorite the Channels item as well as the most-watched channels (for example, ESPN, ABC, HBO, etc.). For streaming video services like Netflix, use mini drivers with Roku or other streaming boxes to provide one-touch access to those services.
- > Organize favorites so that the things they access most frequently from the Neeo Remote are at the top of the list. The most frequently used item should be in the first position, the second-most used item should be in the second position, etc.

## Step 2: Start with OS 3

Before demonstrating the Neeo Remote to consumers, it can be helpful for them to understand the capabilities of Control4 Smart Home OS 3. See the Selling With OS 3 Best Practices guide for ideas on the best way to introduce consumers to Control4.

## Step 3: Introduce Neeo Put OS 3 In Your Customer's Hands

A great showroom demo is focused on having the customer experience what the product can provide them. Demonstrating OS 3 benefits on Neeo, such as quickly seeing what media is playing or turning everything off with a single tap, is most impactful when the customers get to perform the actions themselves.

- > **Entertainment demo:** Entertainment control often gets customers excited about a smart home. During a demo, have the customer be the one to hold the remote, tap the screen, and press the buttons. It shows them how simple it is to use and demystifies the system.
  - **Swipe through the screen** – Have the customer swipe left and right to become familiar with the touch screen interface and to discover the capabilities of the remote. The screens should show a variety of Favorites from the Control4 OS 3 experiences.
  - **Locks** – Show the customer how easy it is to see if the door is locked. Have them press the lock to see the state of the icon change.
  - **Comfort** – Have the customer select the Comfort (the smart thermostat) and change the temperature in the room. (Note that this feature will be released in December 2019. Your remote will be automatically updated through a new feature called Automatic Updates).
  - **Music** – Start music in the room and show the customer the Active Media icon that indicates what music or video is playing. The Active Media icon pops up on the Room screen whenever media starts, displays what is playing.
    - > Tap the album art to show additional controls.
  - **Video** – Show the customer how easy it is to watch something by selecting from Favorited video television stations or streaming video services. Rather than remembering station numbers and typing them in, the Neeo Remote provides a graphical listing of your channels.
    - > When a video source is playing you will see a new screen with controls for that video source. Notice two or more dots at the bottom of the screen, swipe through the pages to get to advanced controls for the video source.
- **Physical buttons** – As part of the Music and Video demos have the customer use the physical buttons. The Neeo Remote intentionally has few buttons so that it is early to learn and use.
  - > **Home** – the physical button that takes the touchscreen back to the main room screen
  - > **D-pad** – the directional pad (up, down, left, right, and OK buttons) doubles as transport control (Play, Pause, FF, RW) depending on the device being controlled (the driver for the device dictates whether these work). Demonstrate d-pad control of AppleTV, Satellite or Cable service, etc. (For your information, the d-pad on the SR-260 functions the same way).
- > **Other Navigation tips:**
  - **Press the on-screen icon** – Once your television turns on you should see the Control4 on-screen interface on the TV. Use the D-pad hard buttons (up/down/left/right) to navigate the on-screen interface. At any time, you can press the on-screen icon on the remote to access the TV interface or take it back to the main screen. The on-screen icon on the touch screen is like pressing the red Control4 button on the SR-260). Select a source and then control the source using the D-pad (up/down/left/right). Basic functions are available using hard buttons. Advanced functions are available through the touch interface.
  - **C4 icon** – Press the C4 icon in the top left corner of the screen to bring up the Room Menu and access the change rooms screen, experiences (Watch, Listen, etc.) and settings.
  - **Swipe right.** From the main Room Screen, you can swipe right to access Change Room, control content in another room.
  - Use the Control4 T3 in-wall or table-top touch screen or Control4 mobile app on your phone to create some new Favorites and arrange them.

## COMMONLY ASKED QUESTIONS:

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**Q: What makes the Neeo Remote different from other interfaces for my Control4 system?**

**A:** The all-new Control4 Neeo Remote combines the benefits of a dedicated touchscreen with physical buttons to deliver the ideal interface for your customized smart home experiences. Because it is a dedicated device you can quickly access the things that are most important to you.

**Q: Why a touchscreen on the remote?**

**A:** A graphical interface on the remote allowed us to significantly reduce the number of buttons on the remote, and deliver the benefits of OS 3 in the palm of your hand -- specifically Favorites, graphical now playing screen and fewer button presses to launch your favorite stations, adjust the lights, lock the door, or just about anything else.

**Q: How do customers create and arrange Favorites for Neeo?**

**A:** Customers use the Control4 app or Touchscreen to arrange Favorites for each room. Favorites are room specific and show in the same order on Touchscreens, Neeo, and the mobile app.

**Q: How many Favorites can I have in one room?**

**A:** You can add 96 Favorites to a room. That is 16 pages of favorites, but for convenience, fewer Favorites is recommended.

**Q: What languages to Neeo support today?**

**A:** At introduction Neeo supports English.

**Q: What type of customers will benefit most from the Neeo Remote?**

**A:** Customers looking for fewer buttons, a graphic interface, a personalized experience, and those looking for a beautiful, elegant entertainment interaction device that also controls their smart home.

**Q: The Neeo Remote doesn't have a number button pad. How do customers punch in the channel that they want?**

**A:** Favorites is a great way to give customers access to the things they do most, including watching their favorite television channels. Simply press the icon for your favorite stations and you are watching it, no need to remember station numbers anymore. A number pad is available on the touchscreen when customers really need one. And the SR-260 is an option for customers that are heavy number pad users.

**Q: Does the Neeo Remote support voice?**

**A:** We believe in voice control as a great alternative user interface in the home, but there are a number of challenges in delivering a voice controlled remote that has broad support for entertainment services and smart home control (No voice remote can control all your entertainment sources). We look forward to that technology maturing over the next few years. Today Neeo provides a great media and smart home experience that leverages OS 3—no other remote gives customers that. That said, Control4 does integrate with voice services from Amazon Alexa and Google Assistant, which provide excellent far-field voice control of a customer's Control4 home.

**Q: How durable is the touchscreen on the Neeo Remote?**

**A:** The aluminum chassis has been designed to protect the touchscreen during a fall and is designed to withstand a typical fall onto a carpeted or wood floor.

**Q: Are the buttons backlit?**

**A:** No, the remote has very few buttons and has a great design so it is easy to learn and find buttons.

**Q: Is the Neeo Remote able to control all the devices as the other Control4 interfaces (OSD or touchscreen or app)?**

**A:** At launch Neeo can control anything in a Control4 home, but user interface elements will be limited to entertainment devices (Listen and Watch), Lighting, Lighting scenes, toggle devices like door locks and garage doors, and programmed automation through custom buttons. Additional user interface elements will be added through a new software update mechanism available in OS 3 that we call Automatic Updates. As we develop new UI elements, we will automatically download them to the remotes in the field. For instance, in December 2019 we will release the thermostat UI. If you have a thermostat installed in your Control4 system you will automatically be able to control the thermostat from the remote once the software update is released. And the dealer will not need to install it.

**Q: Does the Control4 Neeo Remote work with Intercom Anywhere or cameras?**

**A:** No, the Control4 Neeo Remote does not include IP camera or Intercom Anywhere functionality.

## THE CONTROL4 DIFFERENCE

As you walk customers through your new showroom demo, emphasize the strengths and unique features of Control4 and a professionally installed system they can personalize. Use this quick list for sharing the Control4 difference in addition to the above OS 3 benefits.

- > **Smart Home OS** - The Control4 OS is proven—for over 15 years, it has served as the smart home infrastructure for over 450,000 residences across the globe and is the platform of choice for leading hoteliers, builders, developers, architects, and designers.
- > **Empower customers** - Control4 is the only interface needed to see and control everything in the home. OS 3 scales to ensure high performance for even the most expansive of homes.
- > **Choice** - DIY gadgets and accessories might do an excellent job opening up a customer's creativity to the smart home, but we all know they can't truly deliver what a customer needs. Unlike DIY, Control4 provides the customer a wide range of choices when it comes to brand interoperability—connecting with tens of thousands of different devices!
- > **Privacy** - Control4 does not collect personal data from their system or sell personal information. A homeowner can have peace of mind that their privacy and data are their own.
- > **Pro install** - The customization and scalability you get from a professionally installed home automation system is what sets it apart from DIY. A professionally installed smart home system is tailored to perform precisely the way you want it to. Then, after the initial install, OS 3 and When >> Then personalization gives customers the power to change or modify

