

THERE IS
NO PLACE
(SMART)
LIKE HOME

LAUNDRY ROOM



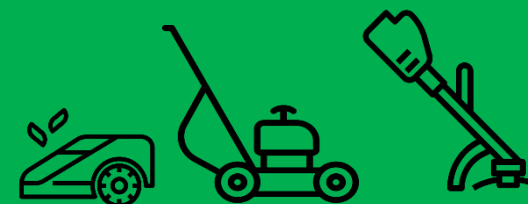
KITCHEN



LIVING ROOM



LAWN TOOLS



Smart Home Solution Campaign

2023

EVERY CONNECTION COUNTS



Smart Home Solutions Marketing Asset Timeline

Focus – Small & Major Home Appliances



March

April - May

June

Awareness Phase

Trends & Design Challenges
Smart Home

Cross BU Participation

- APL
- PFM
- DND
- IND
- Sensors

Marketing Assets

- Trend Paper
- Infographic:
- Smart Kitchen
- Living Room
- Laundry Room
- Lawn & Power Tools

Promotion Plan

- Social Media – LinkedIn, Twitter, Reddit, WeChat & TikTok

KITCHEN

Marketing Assets

- Video
- Solution Guide – **Smart Kitchen**
 - Fridge
- Major**
 - Dishwasher
 - Stove
- Small**
 - Coffee Maker
 - Pressure cooker/Food Processor
 - Wine fridge

LIVING ROOM

Marketing Assets

- Video
- Solution Guide – **Living Room**
 - Security Camera
 - Smart Speakers
- Small**
 - Doorbell
 - Robotic vacuum
 - Ceiling fans

LAUNDRY ROOM

Marketing Assets

- Video
- Solution Guide – **Laundry Room**
 - Washing machine
- Major**
 - Dryer
- Small**
 - Wall mount vacuum
 - Water & Air Purifier

LAWN TOOLS

Marketing Assets

- Video
- Solution Guide – **Lawn Tools**
 - Lawn Mower
- Major**
 - Weed Trimmer
- Small**
 - Blower

Thought Leadership
TE as a Market Leader

Sustainability

- Video on TE sustainability messaging

Phase II – Energy Management
within the Home



Smart & Energy Home Solutions – Phase 2

Energy Management Applications Within the Home



End of July	August	October							
Awareness	Demand Gen	Thought Leadership							
<p>Marketing Asset</p> <ul style="list-style-type: none"> Energy Storage in the Home Trend Paper <p>Market Research</p> <ul style="list-style-type: none"> Euromonitor Business Development – Teardowns <p>Application Focus Areas Teardowns</p> <ul style="list-style-type: none"> Energy generator / storage Solar inverter Power conversion system EV charging home station Water heater Heat pump eBike (e-mobility) 	<p>Marketing Asset</p> <p>7 Solution Guides:</p> <ul style="list-style-type: none"> EV Charging E-Mobility Water Heater Heat Pump Solar Inverter Power Inverter Battery Storage 	<p>Marketing Asset</p> <ul style="list-style-type: none"> Mini Webinars / Podcast 							
	<table border="1"> <thead> <tr> <th>Design challenges</th> </tr> </thead> <tbody> <tr> <td>Efficiency Flammability Cost Safety Cordless</td> </tr> </tbody> </table>	Design challenges	Efficiency Flammability Cost Safety Cordless	<table border="1"> <thead> <tr> <th>Design challenges</th> </tr> </thead> <tbody> <tr> <td>Efficiency Flammability Safety IP Rating** Charging time*</td> </tr> </tbody> </table>	Design challenges	Efficiency Flammability Safety IP Rating** Charging time*	<table border="1"> <thead> <tr> <th>Design challenges</th> </tr> </thead> <tbody> <tr> <td>Efficiency Durability UV resistance IP rating High current Reliability</td> </tr> </tbody> </table>	Design challenges	Efficiency Durability UV resistance IP rating High current Reliability
Design challenges									
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Smart Home Solutions Campaign Overview

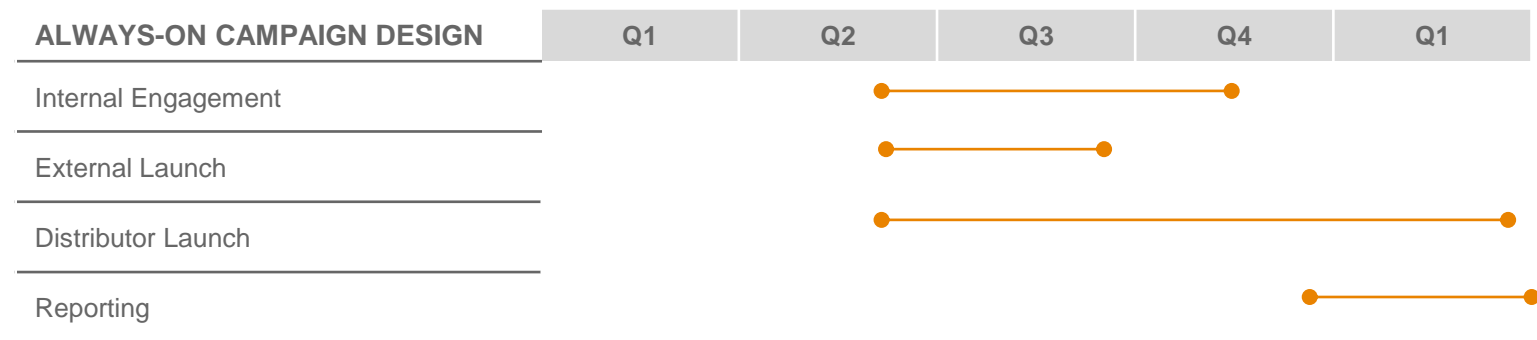
SMA-2837



Launch	March 2023	Metrics Timeline	March 2023 - March 2024
Target Audience	39 Standard Industrial Classifications (SIC) codes; 40,000 Prospect Customers & 80,000 Existing Customers (APL, IND, DND, PFM, Sensors)		
Target Markets	<ul style="list-style-type: none"> General subcontractors, Channel & OEM's 		
Cross BU Participation & Applicable Product	APL, IND, DND, PFM, Sensors		
Objectives	Drive awareness & generate demand for high-performing connector product portfolio targeting subcontractors, new and existing customers. Leverage our strategic distributor partners to help amplify our message, drive demand and fulfillment.		

Value Proposition: Cost-effective, high-performance solutions providing energy-saving, safety and miniaturization that fit even the smallest designs.

- Space-saving connectors
- Highest ease of installation leading to cost savings
- Value of IP Rating & GWT safety standards



Marketing Assets

Trend Paper | Infographic | Podcast | Videos | Solution Guide



May-June Demand Generation Podcasts, Videos & Solution Guides

March / April Awareness Trend Paper & Infographic

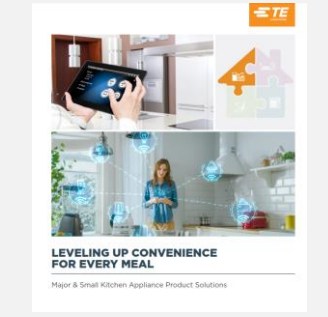
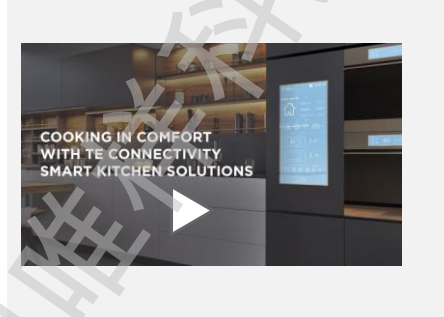
Infographic



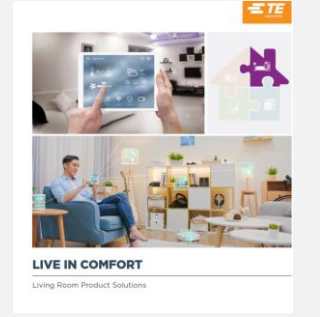
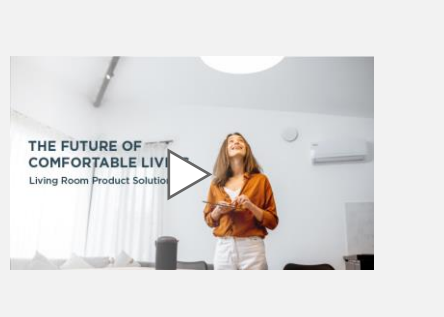
Trend Paper



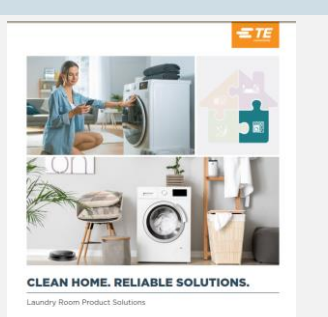
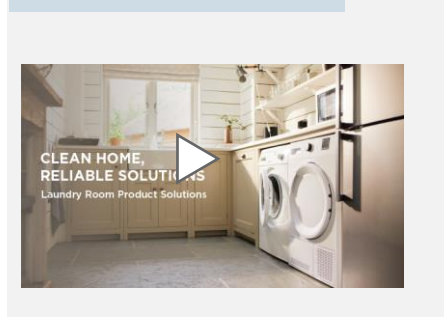
Smart Kitchen - [link](#)



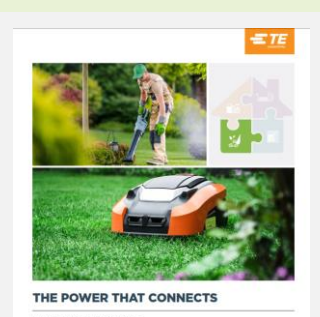
Living Room - [link](#)



Laundry Room - [link](#)



Lawn Tools - [link](#)



July Thought Leadership Master Guide & Video

Sustainability Video



Phase II – Energy Management within the Home



Global Smart Home Campaign

EN | CN | JP



English Resources

PDF

Trend Paper – [Smart Homes: A Look into Today's Trends and Opportunities](#)

Infographic – [Smart Home Infographic](#)

Kitchen Solution Guide – [Small & Major Kitchen Appliances Product Solutions](#)

Living Room Solution Guide – [Living Room Product Solutions](#)

Laundry Room Solution Guide – [Laundry Room Product Solutions](#)

Lawn Tool Solution Guide – [Lawn Tool Product Solutions](#)

VIDEO

Kitchen Video – [Cooking in comfort with TE Connectivity Smart Kitchen Solutions](#)

Living Room Video – [The future of comfortable living](#)

Laundry Room Video – [Clean Home, Reliable Solutions](#)

Lawn Tool Video – [Customized Solutions for your next battery connector design](#)

Japanese Resources

PDF

Trend Paper – [Smart Home Trend Paper JP](#)

Infographic – [Smart Home Infographic JP](#)

Kitchen Solution Guide – [Small & Major Kitchen Appliances Product Solutions](#)

Living Room Solution Guide – [Living Room Product Solutions](#)

Laundry Room Solution Guide – [Laundry Room Product Solutions](#)

Lawn Tool Solution Guide – [Lawn Tool Product Solutions](#)

Chinese Resources

PDF

Trend Paper – [Smart Home Trend Paper CN](#)

Kitchen Solution Guide – [Small & Major Kitchen Appliances Product Solutions](#)

Living Room Solution Guide – [Living Room Product Solutions](#)

Laundry Room Solution Guide – [Laundry Room Product Solutions](#)

Lawn Tool Solution Guide – [Lawn Tool Product Solutions](#)

Social Media Promotion – Product Demand



AMER/EMEA

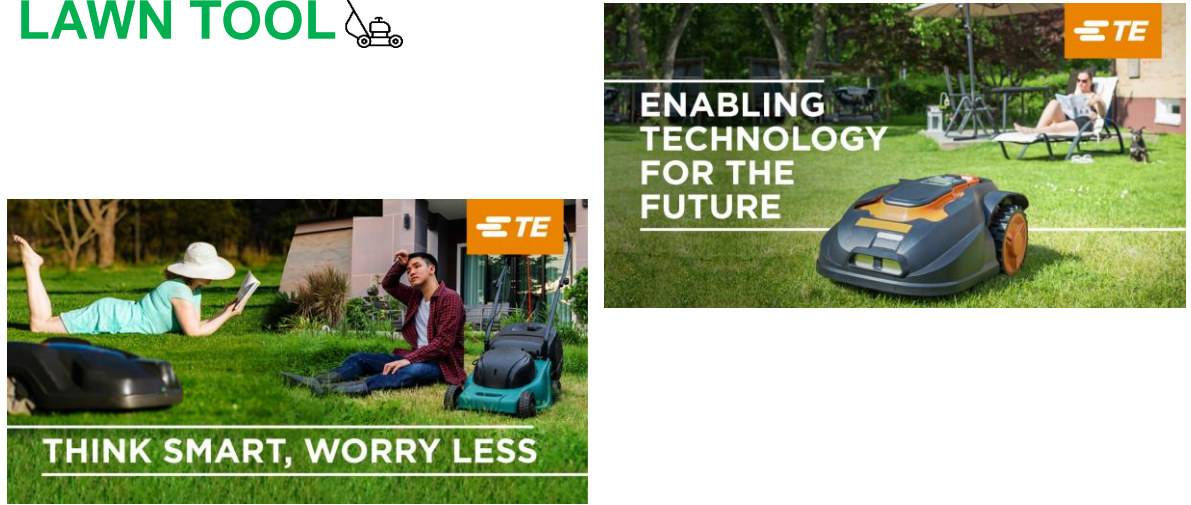
LAUNDRY ROOM



COME HOME TO CONVENIENCE

CLEAN SMARTER, NOT HARDER

LAWN TOOL



ENABLING TECHNOLOGY FOR THE FUTURE

THINK SMART, WORRY LESS

LIVING ROOM



THE FUTURE OF COMFORTABLE LIVING

YOUR FUTURE HOME, ONLY SMARTER

RELIABLE CONNECTIONS, SECURE SOLUTIONS

KITCHEN



LEVELING UP CONVENIENCE FOR EVERY MEAL

YOUR KITCHEN JUST GOT SMARTER

LEVELING UP CONVENIENCE FOR EVERY MEAL

Social Media Promotion – Awareness

CHINA



WeChat

TikTok Webinar



China smart home campaign promotion



(China local platforms does not impacted by CBDT regulation)

	PC Landing page ↓	Outbound Email	WeChat	Third party media	Video Platforms	Mobile mini-site ↑	Open-screen Ads	Paid search
Timeline	go-live 3/27	Email1 - 3/28 Email1B - 4/4 Email2 - 4/18 Email2B - 4/25 Email3 - 5/9 Email3B - 5/16	• 1 st WeChat article 4/7 • 2 nd WeChat article TBD • Product selection tool launched on 3/27	4/17 - 6/12	1 st Webinar - 4/17 2 nd Webinar - 5/15	4/10	4/17 - 5/17	4/10 - 12/31
Contents to promote	<ul style="list-style-type: none"> Product solution guide trend paper Webinar 	<ul style="list-style-type: none"> Product solution guide trend paper Webinar 	<ul style="list-style-type: none"> WeChat article WeChat product selection tool Webinar 	<ul style="list-style-type: none"> Product solution guide Webinar 	<ul style="list-style-type: none"> Live Webinar Webinar clips Short videos (TBD) 	<ul style="list-style-type: none"> Product solution guide Trend paper Webinar Infographic 	Mobile/PC landing page	Detailed PGP pages
Budget	-	-	-	\$ 22,786 in March	\$ 4,285 in April	TBD	\$3,500 in April	-
KPI	<ul style="list-style-type: none"> Pageview Bounce rate Form fill 	<ul style="list-style-type: none"> Visit Open rate Clickthrough rate Subscribe rate 	<ul style="list-style-type: none"> Open rate View Like Comment Share Leads 	<ul style="list-style-type: none"> Leads (goal 545 leads) Conversions 	<ul style="list-style-type: none"> View Like Comment Leads 	<ul style="list-style-type: none"> Pageview Leads 	<ul style="list-style-type: none"> Impression Visit Click Clickthrough rate 	<ul style="list-style-type: none"> Impression Click Clickthrough rate Bounce rate

Smart Home Solution Trends



ENERGY-EFFICIENCY

Growing adoption of smart home appliances to reduce energy and maximize sustainability



CONVENIENCE

5G & IoT enables ability to manage home appliances and devices from one place



SECURITY

Control and monitor home appliances remotely on demand from anywhere

TE Connectivity Product Value for Smart Homes

CONNECTIVITY SOLUTIONS



SEALING

Ingress protection (IP) rating for water, dust, and debris in harsh environments



RELIABILITY

High power and operating temperatures, locking mechanisms, and vibration resistance



MINIATURIZATION

Compact centerline and smaller construction size



SIMPLIFICATION

Insulation displacement (IDC) technology, ease of installation, and simplified assemble processes



SAFETY

Flame retardant material, ergonomic design, and insulation protection

Smart Home Product Solutions

Main focus – promote core products,
xBU and New products

EVERY CONNECTION COUNTS

THERE IS
NO PLACE
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LIKE HOME

LAUNDRY ROOM



KITCHEN



LIVING ROOM



LAWN TOOLS



Product Summary Major & Small Home Kitchen Appliances – Highlight NPI's and Core Products



Dishwasher, Refrigerator, Stove, Coffee Maker, Slow Cooker, Wine Fridge

KITCHEN



Power Connectors

[Economy Power](#)
[Micro MATE-N-LOK](#)
[Mini Universal MATE-N-LOK](#)
[Universal MATE-N-LOK](#)
[MTA 156](#)
[Power Key](#)
[VAL-U-LOK](#)
[POWER TRIPLE LOCK](#)
[Power Double Lock](#)
[RAST](#)
[GRACE INTERTIA](#)
[Power Versa Lock - **NEW**](#)

Signal Connectors

[Signal Double Lock](#)
[Signal GRACE INTERTIA](#)
[AMP-IN/CT](#)
[Flexible Printed Circuit \(FPC\)](#)
[AMPMODU](#)
[High Performance Interconnects \(HPI\)](#)
[Economy Power 2.5 **NEW**](#)
[MTA 100](#)

Resistors

[Chassis Mount](#)
[Through-Hole](#)
[Surface Mount](#)
[Potentiometers](#)
[NTC Thermistors](#)

Terminals & Splices

[MAG-MATE](#)
[Ultra-Fast](#)
[SIAMEZE](#)
[AMPLIVAR](#)
[FASTON](#)
[FASTIN-FASTON](#)
[Positive Lock](#)
[POD-LOK](#)
[Cluster Blocks](#)
[Wire Splices](#)
[Ring Terminals & Spade Lugs](#)

Tubing

[VERSAFIT Heat Shrink Tubing](#)
[RW-175](#)
[RNF-150](#)
[ATUM](#)

Switches

[DIP & SIP](#)
[Tactile](#)
[Rocker](#)
[Snap Action](#)

Sensors

[RTD Platinum](#)
[Relative Humidity](#)
[Pressure](#)
[Thermopile](#)
[Magnetic](#)

Relays

[PC Board](#)
[Potter & Brumfield T9G](#)
[Potter & Brumfield T9A](#)

Antennas

[Embedded](#)
[Custom](#)
[IoT Antennas](#)

Product Summary Lawn Tools – Highlight NPI's and Core Products



Lawn Mower, Weed Wacker, Blower



Power Connectors

[Economy Power](#)
[Micro MATE-N-LOK](#)
[Mini Universal MATE-N-LOK](#)
[Universal MATE-N-LOK](#)
[MTA 156](#)
[Power Key](#)
[VAL-U-LOK](#)
[POWER TRIPLE LOCK](#)
[Power Double Lock](#)
[Micro Motor](#)
[Dynamic Series](#)
[Power Versa Lock](#) **NEW**

Signal Connectors

[Signal Double Lock](#)
[Signal GRACE INTERTIA](#)
[AMP-IN/CT](#)
[Flexible Printed Circuit \(FPC\)](#)
[AMPMODU](#)
[High Performance Interconnects \(HPI\)](#)
[Mini I/O](#)
[Micro-MaTch](#)
[MTA 100](#)
[MicroCT](#) **NEW**
[USB 3.0](#)

Resistors

[NTC Thermistors](#)

Terminals & Splices

[MAG-MATE](#)
[Ultra-Fast](#)
[SIAMEZE](#)
[AMPLIVAR](#)
[FASTON](#)
[Positive Lock](#)
[Wire Splices](#)
[Ring Terminals & Spade Lugs](#)
Compact Seal Splice – **NEW**

Tubing

[CGPT](#)
[ATUM](#)
[HTAT](#)

Switches

[Tactile](#)

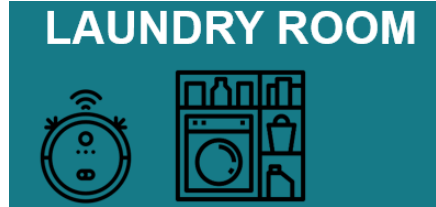
Sensors

[RTD Platinum](#)
[Magnetic](#)
KMXP

Product Summary Laundry Room – Highlight NPI's and Core Products



Washing Machine, Dryer, Air Purifier



Power Connectors

[Economy Power](#)
[Micro MATE-N-LOK](#)
[Mini Universal MATE-N-LOK](#)
[Universal MATE-N-LOK](#)
[MTA 156](#)
[Power Key](#)
[VAL-U-LOK](#)
[POWER TRIPLE LOCK](#)
[Power Double Lock](#)
[Dynamic Series](#)
[RAST](#)
[Power Versa Lock](#) **NEW**
[GRACE INTERTIA](#)

Signal Connectors

[Signal Double Lock](#)
[Signal GRACE INTERTIA](#)
[AMP-IN/CT](#)
[Flexible Printed Circuit \(FPC\)](#)
[AMPMODU](#)
[High Performance Interconnects \(HPI\)](#)
[Mini I/O](#)
[Micro-MaTch](#)
[MTA 100](#)
[MicroCT](#) **NEW**
[USB 3.0](#)

Resistors

[Through-Hole](#)
[Surface Mount](#)
[Chassis Mount](#)
[Potentiometers](#)

Terminals & Splices

[MAG-MATE](#)
[Ultra-Fast](#)
[SIAMEZE](#)
[AMPLIVAR](#)
[FASTON](#)
[FASTIN-FASTON](#)
[Positive Lock](#)
[POD-LOK](#)
[Cluster Blocks](#)
[Wire Splices](#)
[Ring Terminals & Spade Lugs](#)

Tubing

[CGPT](#)
[ATUM](#)
[RBK-ILS](#)
[RT-375](#)

Switches

[Tactile](#)
[DIP & SIP](#)
[Snap Action](#)

Sensors

[RTD Platinum](#)
[Relative Humidity](#)
[Pressure](#)
[Piezo Film](#)

Relays

[PC Board](#)
[Potter & Brumfield T9G](#)

<https://www.te.com/usa-en/industries/appliances/applications/washer-and-dryers-applications.html?f1=0>

Product Summary Living Room – Highlight NPI's and Core Products



Security Camera, Smart Speaker, Doorbell, Robotic Vacuum, Ceiling Fan



Power Connectors

[Economy Power](#)
[Micro MATE-N-LOK](#)
[Mini Universal MATE-N-LOK](#)
[Universal MATE-N-LOK](#)
[MTA 156](#)
[Power Key](#)
[VAL-U-LOK](#)
[POWER TRIPLE LOCK](#)
[Power Double Lock](#)

Signal Connectors

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[AMP-IN/CT](#)
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[MTA 100](#)
[Economy Power 2.5](#) **NEW**

Terminals & Splices

[MAG-MATE](#)
[SIAMEZE](#)
[AMPLIVAR](#)
[FASTON](#)
[FASTIN-FASTON](#)
[Positive Lock](#)

Tubing

[Dual Wall Heat Shrink Tubing](#)
[LSTT](#)
[CGPT](#)

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[Magnetic](#)
[Optical](#)

ANY
CONNECTION
CAN CHANGE
THE WORLD

EVERY CONNECTION COUNTS

