

sen | si™



# The Emerson Connected Home Strategy

Only Emerson has over 125 years of experience, making us the experts in home comfort. With this in mind, Emerson created a strategic brand, Sensi, to provide smart, connected solutions to manage the comfort and reliability of home.

A photograph of an Emerson building at dusk. The building is a modern structure with large glass windows and a brick facade. The word "EMERSON" is illuminated in white letters on the brick wall. The sky is a mix of purple and blue, and the building's interior lights are visible through the windows.

EMERSON



sensi

Franchise Vision

The expert in comfort for the core infrastructure of the home

Brand Vision

Smart, connected solutions that manage the comfort and reliability of your home

Perceptual Target

Savvy navigators of life

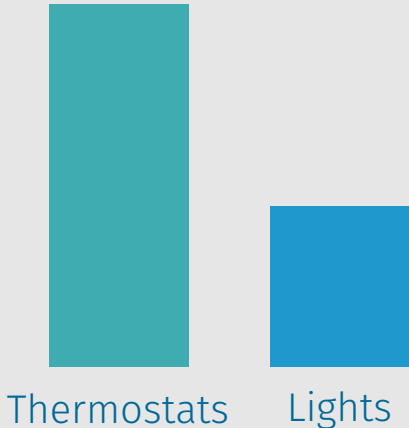
Category Re-Frame

Comfort is more than just a physical need

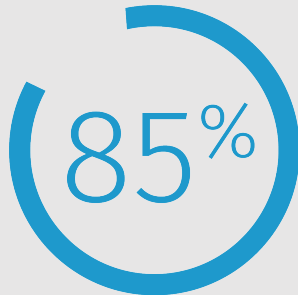
Brand Positioning

We deliver a distinctive emotional benefit:  
*Comfort for an unpredictable life*

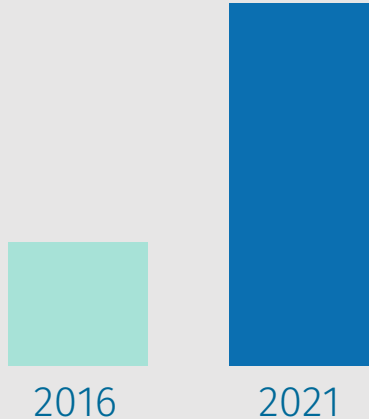
# Wi-Fi thermostat opportunity



Wi-Fi thermostats are one of the first devices purchased for a smart home



Nearly 85% of current Sensi owners replaced an existing and functional thermostat



Smart thermostat growth is expected to triple in the next 5 years

Source: McKinsey & Company Connected Home Market  
Recent research study conducted by Emerson  
[www.statista.com/outlook/279/109/smart-home/united-states#market-smarthomes](http://www.statista.com/outlook/279/109/smart-home/united-states#market-smarthomes)

# Empowering contractors

Many homeowners prefer the convenience and expertise of a professional installer.

Sensi Wi-Fi thermostats help contractors use technology to make things easier – because we know finding new ways to grow revenue and retain customers is key to a contractor's success.

**“Every customer we've installed a Sensi for has been very pleased.”**

Joy Williams, Co-Owner  
Williams Heating & Cooling, St. Louis, MO

**“Sensi is very straight forward to control heating and cooling your home. That makes it easier to sell, and easier to install.”**

Ted Konechne, Vice President  
L&S Mechanical, Richardson, TX

**“Every new install we do is a Sensi thermostat. My guys think they're easy to install. There's no reason to carry any other kind.”**

Derek Cole, General Manager  
One-Hour Heating and Air Conditioning,  
Laurinburg, NC

# sen | si™

Touch Wi-Fi  
Thermostat



## HD COLOR TOUCH SCREEN

The high-definition color display features easy-to-read temperatures and intuitive menus.



## GEOFENCING

Geofencing automatically changes temperatures based on the location of the homeowner's smartphone.



## SMART ALERTS

Smart alerts notify homeowners of extreme temperature or humidity levels.



## SMART HOME COMPATIBLE

Compatible with smart home platforms Apple HomeKit, Amazon Alexa and Wink.



## EASY TO INSTALL

Installation made simple with built-in level, illuminated backplate and easy-click terminals.



## EASY TO CONNECT TO WI-FI

Easy step-by-step guide in the app to connect to Wi-Fi.



## CONTRACTOR-ON-CALL

The Sensi app stores your contact information so when your customer needs service, you're just a tap away.



## ENERGY SAVING FEATURES

With features like geofencing, flexible scheduling and remote access, homeowners can save money without compromising their comfort.



## MULTI THERMOSTAT CONTROL

Easy management for schools and light commercial applications.



# Best-in-class installation

- Terminal lights for increased visibility while wiring
- Easy-click terminals, eliminating the need for a screwdriver
- Large, easy-to-read terminal labels on the back plate
- Built-in level for picture-perfect mounting
- Size that covers 90% of existing thermostat footprints



# sen|si. Wi-Fi Thermostat



## GEOFENCING

Geofencing automatically changes temperatures based on the location of the homeowner's smartphone.



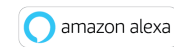
## SMART ALERTS

Smart alerts notify homeowners of extreme temperature or humidity levels.



## SMART HOME COMPATIBLE

Compatible with smart home platforms Apple HomeKit, Amazon Alexa and Wink.



## EASY TO INSTALL

No c-wire required for most installations\* plus a built-in level for easy mounting.



## EASY TO CONNECT TO WI-FI

Easy step-by-step guide in the app to connect to Wi-Fi.



## CONTRACTOR-ON-CALL

The Sensi app stores your contact information so when your customer needs service, you're just a tap away.



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# Feature Comparison



Feature	Sensi Touch Wi-Fi Thermostat 1F95U-42WF	Sensi Wi-Fi Thermostat 1F87U-42WF
Form Factor	Modern	Traditional
Interface	Color Touch Screen	Buttons
Display	High Definition	Fixed Segment
Display size (diagonal)	4.3"	3.3"
Power Options	Wired (c-wire)	Battery (power stealing) or Wired (c-wire)
Back Light	Back glow/Night light	Continuous display light with c-wire
Built-in Level	Yes	Yes
Terminals	Easy-Click - No tools necessary	Traditional
Terminal Light	Yes	No
Energy Aware	Yes	Yes
Utility Rebates	Eligible for 96% of rebates	Eligible for 96% of rebates





# Geofencing

Geofencing is a virtual boundary created around the location of a smart phone, based on GPS signals.

Sensi uses a 3 mile fixed radius and a 3 degree fixed temperature set-back which makes the feature simple to use.

Sensi uses the location of homeowner's smart phone to change temperature settings when the homeowner leaves and before the homeowner returns.

The main benefit of using geofencing in conjunction with Sensi is that it eliminates the need to schedule the thermostat.

The geofencing feature is backward compatible with all new and existing Sensi thermostats.

# Home Automation

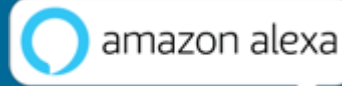


HomeKit is the Apple iOS platform for home automation.

Both new Sensi models are HomeKit compatible. This means that homeowners can easily control the temperature in the home by simple voice commands.

Sensi can also be controlled remotely by using Siri on the iPhone.

**Technical Note:** Apple requires constant 24 VAC supply to transmit data. For Apple HomeKit a “C” wire is mandatory



Amazon Alexa provides a set of built-in smart home capabilities.

Alexa can manage multiple smart devices through voice control.

All Sensi models are Alexa compatible and can be controlled through an Amazon Echo, Amazon Dot and the Alexa app.

**Technical Note:** Alexa does not require constant 24 VAC supply. No “C” wire is required.



Wink is an open platform for home automation and is compatible with iOS & Android.

The Wink HUB allows different smart devices to speak the same wireless language for control.

All Sensi models are Wink compatible and can be controlled with the Wink app, or through voice automation platforms like Google Home or Alexa.

**Technical Note:** Wink does not require constant 24 VAC supply. No “C” wire is required.



# Savings

Saves on HVAC energy costs with features like geofencing, flexible scheduling and remote access.

Qualifies for 96% of utility rebates and can save up to \$100 for homeowners.



# Advanced features

## DUAL FUEL APPLICATIONS

Automatic staging for heat pump/gas furnace without the need for outdoor sensor or additional equipment

## KEYPAD LOCKOUT

Ideal for light commercial applications – lock the thermostat keypad and keep control from the Sensi app

## MULTI THERMOSTAT CONTROL

Easy management for schools and light commercial applications

## AUTO CHANGEOVER

Automatically switches between heating and cooling within the set range

## HUMIDITY SENSOR

Displays indoor humidity on the thermostat and in the app



# Get a feel for our easy-to-use app.

Our top-rated app gives your customers remote access to their thermostat from anywhere.



## Top-rated & free app

Available for iOS and Android.



## Remote access

Set, change and program home comfort from anywhere.



## Flexible scheduling

Program a schedule for each day of the week.



## Local weather

Get easy weather updates.



## Color Shift

App changes color to let the homeowner know at a glance whether the system is heating or cooling.



## Smart Alerts

Alerts when extreme temperature or humidity changes are detected.



## Auto changeover

Automatically adjusts between heat and cool mode.



## Keypad lockout

Setting changes can only be made through the app.

# Contractor-On-Call

The Sensi app stores your contact information so when your customer needs service, you're just a tap away.



Enter your phone number during every installation after the thermostat is connected to Wi-Fi.



Your company name, number and logo will be saved in your customer's phone.



Your company name and number will appear when your customer receives a smart alert.

# Sensi Partner benefits

## HIGHER CUSTOMER RETENTION

Ensure the next service call by leveraging in-app or on-thermostat contractor branding opportunities.

## REDUCE CALLBACKS

Decrease time on a job by installing dependable products backed by our pro 5 year limited warranty.

## SUPPORT

Technical and connectivity assistance for you and your homeowner 7 days a week.

## NEW LEADS

Increase customer leads as a featured contractor on the Sensi pro finder.

## TRAINING

Free online and on-location technical training available. Contact your territory manager for more details.





# C-Wire

Many conventional, or non-connected thermostats, don't need a "c-wire" to function.

But today, most Wi-Fi thermostats have new features such as Wi-Fi radios and LED color screens that require the unit be powered at all times.

Thermostats can get this constant power through a "common wire" or "c-wire."

If there's no wire connected to the "C" terminal on the existing thermostat base plate, there are 3 ways to power the thermostat:

1. In many cases, there is already an extra, unused wire running from the thermostat location to the furnace. It was not required for the current thermostat, so it was never hooked up.
2. Use "g-wire", or fan wire, as a "c-wire."
3. Add a "c-wire" by installing an Emerson C-Wire Kit.

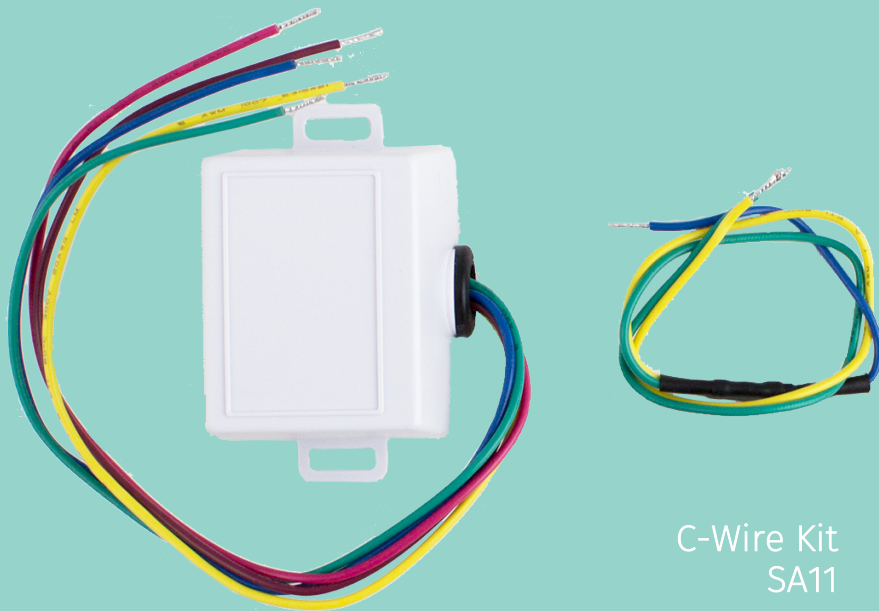


# C-Wire Kit

The “C” wire kit is an interface that “splits” the “Y” hot wire into 2 hot wires.

This frees up the “G” wire to be used for a “C” common wire.

Below is a typical 4 wire to 5 wire schematic



C-Wire Kit  
SA11

