



CASE STUDY



TCL

Ayla IoT Technology Helps TCL Make Air Conditioners Smarter

Background

Transitioning to Produce & Support Internet Connected Devices

TCL Group, one of the largest consumer-electronics enterprises in China, is collaborating with Ayla Networks to make household appliances and HVAC systems smarter, using the Internet of Things. Three IoT-enabled air conditioning products, announced in 2016, are the first products of the partnership.

The Challenge

TCL was founded in 1981. After 30 years of development, TCL managed to become the leader of China's electronic information industry. In 2014 alone, TCL earned global sales of USD \$9 Billion. To ensure continuous growth, company executives reasoned, the company must keep innovating, and it looked to the emerging Internet of Things as its strategy for innovation.

In 2014 TCL extensively vetted several IoT platform vendors, and ultimately decided Ayla Networks could transform its conventional household product line into Internet-enabled devices. TCL was impressed by Ayla's track record of helping manufacturers to send secure, reliable connected products to market with minimal time, cost and effort.

The Internet of Things will be everywhere in the next decade. With Ayla, we knew our products would be connected to the Internet quickly and securely allowing our customers to view, manage, and control all the TCL products in their home through a mobile application.

—Shubin Li, TCL Air Conditioner General Manager

Company Profile

- TCL stands for “The Creative Life.” The motto represents the company’s aspirations to build one of China’s most innovative and resourceful enterprises.
- TCL employs more than 70,000 people; has more than 40 sales offices around the world; has established R&D centers and more than 10 R&D branches in China, the United States, France and Singapore; and owns 20 manufacturing bases globally.
- TCL’s products include televisions (it is the third largest TV manufacturer in the world), mobile phones, LCD panels, air conditioners, washing machines and refrigerators.
- The company achieved many “firsts” in China, such as being the first in creating the wireless land-line telephone, the first 28-inch color television, and the first Chinese-made dual-core processor laptop.



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The Ayla Solution

By using Ayla's Agile IoT Platform, TCL has been able to:

- Unveil three new smart products: a split air conditioner, a mobile air conditioner, and a dehumidifier - TCL's first foray in the North American marketplace.
- Leverage Ayla's over-the-air (OTA) communication services to remotely upgrade their products firmware in the field. In addition, the products push information to end-user applications, with the ability to match the language of each users mobile phone.
- Enable a feedback loop between their connected devices and the companies database to paint a clearer picture of how customers using their products.

The Benefits

Benefits that TCL has achieved by using Ayla's Agile IoT Platform include:

- The real-world use data enabled by Ayla is allowing TCL to improve product performance—such as energy consumption—on the fly. It is also helping TCL increase product reliability by alerting users to product maintenance and preventing malfunctions.
- Such superior product service is attracting new, tech-savvy consumers in new markets. And TCL is using its secure connection with users to build a direct relationship with customers.

This partnership is a game changer for us, and our business in China, in North America and across the world."

- Shubin Li, TCL Air Conditioner General Manager

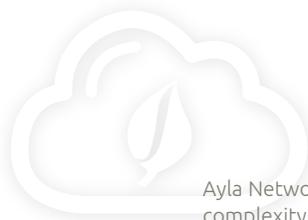
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About Ayla Networks

Ayla Networks empowers leading manufacturers by simplifying the inherent complexity of the Internet of Things (IoT), enabling them to turn their products into smart connected systems and transform their businesses to compete in the game-changing world of connectivity. Delivered as a cloud platform-as-a-service (PaaS), Ayla's IoT platform provides the flexibility and modularity to enable rapid changes to practically any type of device, cloud, or app environment.

For more information, contact Ayla at www.aylanetworks.com.