



ASX MARKET RELEASE

Google Unveils New LIFX Integration at Google I/O Event

SUMMARY

- Google has featured LIFX at their annual Google I/O Developers Conference in Mountain View, California (south of San Francisco in Silicon Valley)
- LIFX has collaborated with Google to create a better smart home experience when LIFX products are connected to a Google Nest speaker or display through Google Assistant
- Google unveiled a new LIFX integration with the Google Local Home Software Development Kit, enabling better reliability and a lower latency smart home lighting experience
- The LIFX Tile product was showcased at the event taking advantage of this new capability, specifically local control of LIFX lights
- Today's announcement demonstrates the close relationship that the LIFX team enjoys with Google, helping to advance the state of the smart home.

8 May 2019 – Mountain View, California

Buddy Technologies Limited (BUD.ASX) ("Buddy" or the "Company"), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce that Google has showcased LIFX products and new integrations at the annual Google I/O Developers Conference in Mountain View, CA (May 7-9). LIFX has collaborated with Google to create a better smart home experience when LIFX products are connected to a Google Nest Speaker, or Display through Google Assistant. Additionally, LIFX products like Tile were featured in the Google Assistant Smart Home Sandbox, and in educational sessions focused on the smart home.

The collaboration showcased this week at Google I/O focused on making LIFX products easier to set up, more responsive and more reliable when paired with a Google smart home device like a Nest Speaker or Display. These new capabilities are powered by deep integration with the new Google Local Home Software Development Kit (SDK), work done by LIFX engineers in collaboration with staff from Google.

In the Google Smart Home Sandbox, Google staff showcased LIFX Tile taking advantage of this new capability, specifically local control of LIFX lights. Using the Local Home SDK, commands can go direct from a Google Home Speaker, to LIFX smart lights to make changes in colour, or turn them on or off. This local control skips the cloud altogether meaning the time from when a command is given, to when the light changes is shorter. If for some reason local control is not available, the system will fall back to the traditional control via the cloud. Further, LIFX is one of the first Google partners to utilize app flipping which streamlines the account linking process from the LIFX app to Google Assistant for voice control.

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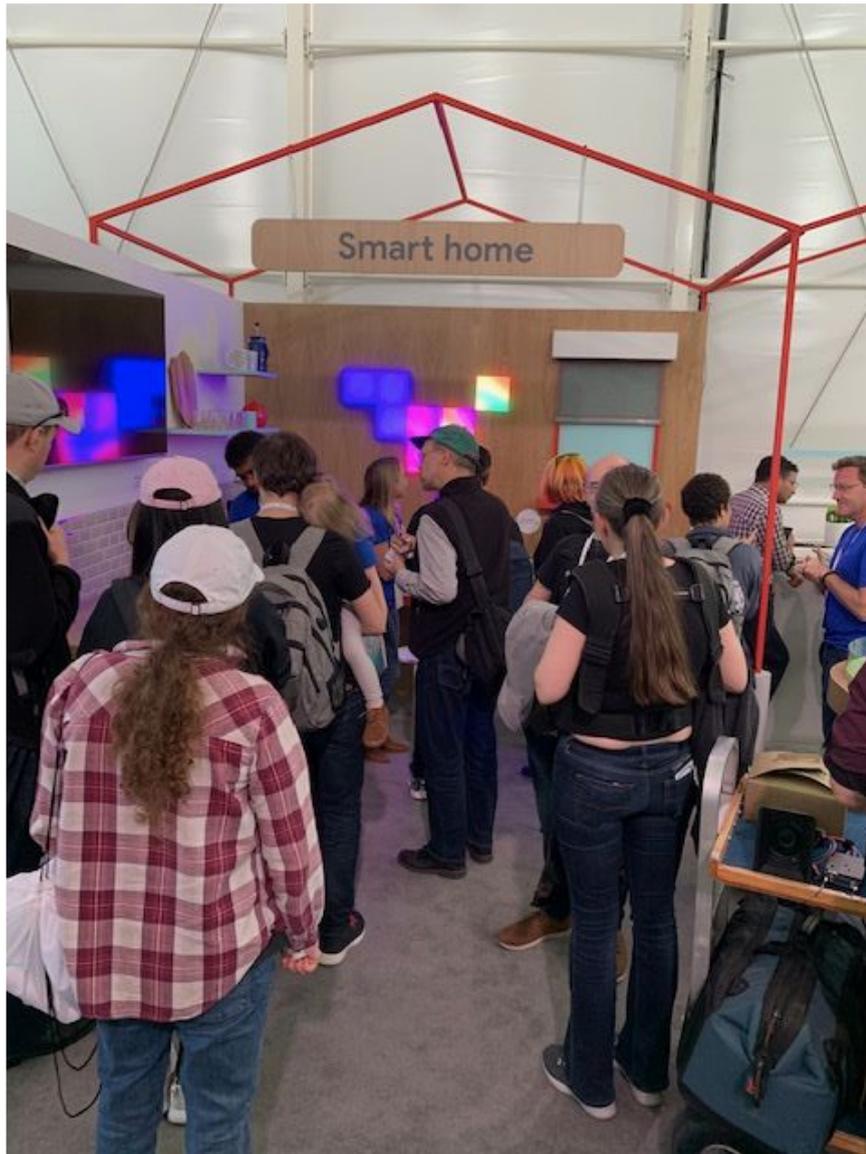


Figure 1. LIFX Tile on display and featured at Google I/O in Mountain View, CA

LIFX is proud to help Google advance the state of the smart home through better experiences and simpler set up of cornerstone devices like LIFX smart bulbs, and will continue to update the market as further joint innovations with Google are developed.

For and on behalf of Buddy Technologies Limited,

David P. McLauchlan
Chief Executive Officer
Buddy Technologies Limited.

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About Buddy

Buddy Technologies Limited (ASX:BUD) helps customers of any size to “make every space smarter”, by way of two subsidiaries – **Buddy Platform** and **LIFX**. Within Buddy Platform, Buddy Cloud and Buddy Ohm are the company’s core offerings that empower its customers to fully leverage digital technologies and their impact in a strategic and sustainable way. Buddy Cloud enables ubiquitous access to and storage of data from any environment – recreational vehicles, schools, commercial buildings or an entire city – in support of smarter, healthier spaces. Buddy Ohm is a resource monitoring solution that simplifies building operations and provides peace of mind by harnessing real-time utility and operational data to reduce or mitigate risk and improve operations, savings and sustainability.

For more than six years, LIFX has established a leading market position as a provider of smart lighting solutions. The company’s suite of Wi-Fi enabled lights are currently used in nearly one million homes, viewed as second only to lighting giant, Philips Hue. LIFX products are sold in over 100 countries worldwide, directly and via distribution and sales partnerships with leading retailers and ecommerce platforms including Amazon, Google, Apple, JB Hi-Fi, Bunnings, Officeworks, MediaMarkt, Saturn and Best Buy (in both the US and Canada).

Buddy is headquartered in Adelaide, Australia, with offices in Seattle, Melbourne, Silicon Valley and Shenzhen.

For more information, visit www.buddy.com and www.lifx.com.

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