

PRESS RELEASE

CES 2017 - LAS VEGAS: BNP PARIBAS REAL ESTATE CEMENTS ITS “CONNECTED HOUSING” STRATEGY IN PARTNERSHIP WITH LEGRAND AND LA POSTE

In 2016, as France's sole real estate sector representative at the CES (Consumer Electronics Show), BNP Paribas Real Estate presented its vision for IoT-driven property development working alongside La Poste, and for its Digital Hub**. And in 2017, the European leader in corporate real estate services will be attending the show for the second year running.*

BNP Paribas Real Estate will be attending its second CES in Las Vegas from 5 to 8 January 2017 in order to cement and officially launch its smart home strategy and products.

Driven by a desire for greater innovation in the connected housing sector and new services around the IoT, BNP Paribas Real Estate has decided that before long, 100% of its houses will be compatible with smart technologies. This is why the property group has chosen to team up with Legrand and take advantage of its upcoming connected offer, “Celiane with Netatmo”. This will allow BNP Paribas Real Estate to achieve its goal of offering the first house in France compatible with the Apple HomeKit and the La Poste Digital Hub, thus giving its users the choice of a wide range of new experiences and new services.

The teams at Legrand and BNP Paribas Real Estate have been working together to be able to kick off 2017 with the launch of a pilot project incorporating the new “Celiane with Netatmo” offer, which will allow users to preview the initiative upstream of the official launch by Legrand.

“In line with the respective strategies of our partners Legrand and La Poste, we hope to develop an open-innovation ecosystem and offer our clients smart homes that improve their well-being and consumption control, allow them to remain at home longer and even help with digital administrative formalities. Being at the CES among start-ups and major innovative groups will allow us to continue building our IoT ecosystem. We want to prove that a service provider such as BNP Paribas Real Estate can be the creative energy and technological driving force for the real estate sector”, says Olivier Bokobza, Managing Director of BNP Paribas Residential.



At the same time, CES 2017 will give BNP Paribas Real Estate the opportunity to offer visitors to the La Poste stand a fully immersive experience of its homes, offices and even a visit to a Grand Paris Express station, thanks to the wonders of virtual reality. This connected VR technology, invented by Vectuel and Ramy Fischler (RF Studio) makes it possible, in a way, for users to experience teleportation and space-time compression by visiting places without having to go anywhere at all.



Credits: Vectuel - RF Studio

Finally, the La Poste stand will also offer a fascinating experience designed to illustrate specifically the connected services of the Digital Hub. The demonstration uses a few typical examples of family life to show how connected devices can generate services to make our daily lives easier.

"Innovation is in our DNA and we are so excited about the opportunity to take part in this historical triumvirate to develop France's IoT, alongside La Poste and Legrand. Together, our ambition is to share our vision of the smart building, which will be one of the keystones of the smart city. We have evolved from project managers to expert users, thanks to our involvement in the IoT and our ability to provide highly targeted services for the residents of the buildings of tomorrow", explains Thierry Laroue-Pont, Chief Executive Officer of BNP Paribas Real Estate.

*IoT: The Internet of Things is a technological development in which everyday objects have network connectivity, allowing them to connect with other devices and third-party services.

**The Digital Hub is a central control station for managing and interconnecting with all connected devices and nearby services. It engenders new practices and services with a direct impact on the daily life of users.

About BNP Paribas Real Estate

BNP Paribas Real Estate, one of the leading international real estate providers, offers its clients a comprehensive range of services that span the entire real estate lifecycle: property development, transaction, consulting, valuation, property management and investment management. BNP Paribas Real Estate has local expertise on a global scale through its presence in 36 countries with approximately 180 offices and 3,800 employees (16 wholly owned and 20 by its Alliance network, which represents today more than 3,200 people). BNP Paribas Real Estate is a subsidiary of BNP Paribas.

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About the La Poste Group

A publicly owned Société Anonyme, the La Poste Group has five different divisions: Letter and parcel services, banking, La Poste post offices, GeoPost express delivery and digital services. The group operates in over 40 countries across four continents. Every day, the 17,000 branches operated by La Poste, France's leading local retail network, serve 1.6 million customers. La Poste delivers 22.9 billion items every year worldwide (letters, leaflets and parcels), six days a week. In 2015, the group recorded sales of €23.045 billion, 20.8% of which came from international services, and had around 260,000 employees. Closer and more connected, La Poste is accelerating its digital migration by offering a range of services derived from its role as global communications operator. In its strategic plan entitled "La Poste 2020: Conquering the Future", the La Poste Group has set itself the target of accelerating the growth of all five of its business lines and conquering new territories. Working for everyone, everywhere and every day, La Poste builds its customer relations around the human factor and trust, in order to become the leading local services provider with a human touch.

About Legrand

Legrand is a world specialist in electrical and digital building infrastructure. Its comprehensive offer is designed to meet the needs of the international services, industrial and residential sectors and has made it a worldwide name. Drawing on nearly 10 years of Corporate Social Responsibility involving every one of its teams, Legrand has adopted a strategy of profitable, sustainable, innovation-led growth by regularly launching new products, in particular its Eliot* connected devices with enhanced user value, and by targeting new acquisitions. In 2015, Legrand recorded sales of over €4.8 billion. The group is listed on the Euronext Paris and in particular on the CAC 40, FTSE4Good, MSCI World, Corporate Oekom Rating, DJSI World, Vigeo Euronext Eurozone 120-Europe 120-France 20 and World 120, and Ethibel Sustainability Index Excellence. (ISIN FR0010307819).



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