



UNDER EMBARGO UNTIL 7AM AEST 11TH JULY 2017

## Leading Connected Home Brand Nest Launches in Australia

*Products available exclusively for purchase from iSelect, Australia's Life Admin Store™, and will unlock special offers from iSelect's range of partners*

**Sydney, Australia – July 11, 2017** – Nest Labs, Inc. ([www.nest.com](http://www.nest.com)), architect of the thoughtful home, today announced its plans to bring its award-winning safety and security products and services to Australia. The Nest Cam Indoor, Nest Cam Outdoor and Nest Protect smoke and carbon monoxide alarm will be available exclusively through iSelect.

“Nest is focused on creating a home that takes care of the people inside it and the world around it,” said Maxime Veron, Director of Product Marketing at Nest. “To date, Nest’s hardware, software and services have been available for purchase in just twelve markets, yet they’re used by millions of people in more than 190 countries. Today we’re excited to be entering our first market in Asia Pacific region through our partnership with iSelect.”

Nest will initially launch with their security and safety product range, including:

- **Nest Protect smoke and carbon monoxide alarm (AUD \$189 incl GST)**. Know more, worry less. Nest Protect looks for fast-burning fires, smoldering fires and carbon monoxide. It also tells you where the danger is with a vocal alert. And in case you’re not home, it can send an alert to your phone. Burnt the toast? You can simply hush a false alarm from your phone.
- **Nest Cam Indoor (AUD \$319 incl GST)**. Is everything safe and sound? What’s the dog getting into? Nest Cam Indoor plugs into power so you never worry about dead batteries and never misses a thing. It looks for motion or sound and sends an alert when it sees something conspicuous. Night Vision illuminates the whole scene. And with the Nest app, you can control and watch live in 1080p HD from anywhere 24/7.
- **Nest Cam Outdoor (AUD \$319 incl GST)**. Who’s at the door? Was my package stolen? Meet Nest Cam Outdoor. It’s weatherproof, plugs into power, and is easy to install with its magnetic base, so you can look after home 24/7, rain or shine. Get an alert when there’s activity and talk to get someone’s attention from your phone.
- **Nest Aware (from AUD \$14 incl GST)**. When you add Nest Aware to Nest Cam, advanced cloud algorithms kick in to give your camera smarter alerts and video history. Nest Aware can tell a person from a thing and can even recognize the sound of a person talking or a dog barking. And store up to 30 days of continuous video in the cloud.

### Partners and Availability

Nest’s range of safety and security products will be available from iSelect, Australia’s Life Admin Store™ both as standalone purchases and part of exclusive deals with iSelect energy &



telco partners such as Optus, Sumo and Mate Communicate. Further iSelect offers across home loans, home & contents and health insurance will be available exclusively to Nest customers over the coming months.

“Nest strives to create a home that is more thoughtful, reinventing unloved but important products to do more for you than you do for them, and this aligns perfectly with our mission to help Australians take care of their important Life Admin™,” said Scott Wilson, Managing Director & CEO of iSelect. “We are excited to offer the Nest products on our brand new eCommerce store from today, as well as help customers unlock additional value by bundling their new Nest purchase with exclusive offers from our range of insurance, utilities and personal finance partners.”

To learn more about the deals available from iSelect, please visit our partners page [here](#).

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### **About Nest**

Nest’s mission is to create a home that’s thoughtful - one that takes care of the people inside it and the world around it. The company focuses on simple, beautiful and delightful hardware, software and services. The Nest Learning Thermostat™ and Nest Energy Services keep you comfortable and address home energy consumption. The Nest Protect™ smoke and carbon monoxide alarm helps keep you safe and Nest Safety Rewards lets you save money through participating home insurance providers, while Nest Cam™ keeps an eye on what matters most inside and outside your home.

Nest products are sold in the U.S., U.K., Austria, Belgium, Canada, France, Germany, Italy, Ireland, the Netherlands, Spain and Mexico and are installed in more than 190 countries. The Nest Learning Thermostat has helped save approximately thirteen billion kWh of energy to date. Through the Works with Nest program, third-party products can securely connect with Nest devices to make homes safer, more energy efficient, and more aware.

For more information, visit [www.nest.com](http://www.nest.com).