



Onelink

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NEWS RELEASE

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Connect to What Matters with the Onelink Connect® by First Alert® *Wi-Fi Mesh Solution Provides Strong, Fast Internet Throughout the Entire Home*

(Las Vegas – Sands Expo #40737) January 7, 2018 – What good is having a connected home if you can't connect? Weak coverage, slow speeds and congestion from multiple products can easily prevent users from enjoying the maximum potential of their smart devices. With this in mind, First Alert, the most trusted brand in home safety*, is introducing the Onelink Connect®, a Wi-Fi mesh tri-band solution for delivering faster, stronger, more reliable internet throughout the home.

"From smart phones and tablets to wearables and streaming media devices, U.S. homes currently have an average of seven to ten connected home products – a number that's expected to triple in just a few years**," said Tom Russo, vice president of marketing and product development at First Alert. "With this rapid rise in internet usage comes the need for stronger Wi-Fi connectivity throughout the *entire* home, not just a central living room. Onelink Connect is that solution."

The Onelink Connect system includes three nodes which can be placed throughout the home. The nodes are in constant communication with one another via a dedicated backhaul, preventing congestion and directing maximum internet speeds to the locations where it's needed most. The resulting network blankets the home with consistent Wi-Fi coverage, enabling users and devices to get online – and *stay* online – faster and easier.

Stronger Connection, Stronger Protection

True to First Alert's legacy of home safety and protection, Onelink Connect places a premium on security by creating a closed, private network to help detect and prevent cyber-threats and hacks. Onelink Connect scans every outbound connection from the network to analyze URLs and IP addresses to detect malicious traffic and infected machines. Users are notified of any potential malicious activity and, if restricted settings are enabled, the Connect can block any questionable content.

"Smart doesn't have to be complicated – but it does have to be safe," Russo added. "First Alert is committed to enhancing the Internet of Things with devices like the Onelink Connect, which provide simple, user-friendly experiences to consumers while simultaneously addressing the serious issues of data privacy and security."

Your Network, Your Rules

Controllable via a user's smartphone or tablet, Onelink Connect takes only minutes to set up. Once the nodes are placed throughout the house, the system gives a bird's eye view of a home's complete internet usage, with the user in complete control of network settings and accessibility. Users can customize their network to optimize the type of network traffic that is most important to them – such as gaming or video streaming – as well as prioritize settings for individual devices. With a simple tap, parents can access a visual representation of their home's network, allowing them to better understand their children's activity and adjust as necessary. Onelink Connect allows

users to pause the internet, filter what children are looking at online, and even set house rules for network usage, such as bedtimes and time limits.

“Our smart devices should work for us – not the other way around,” Russo added. “Onelink Connect provides the connectivity your family needs, but delivered on your own terms.”

The Onelink Connect by First Alert is just one of the latest innovations from the leader in home safety on display at the First Alert Booth (Sands Expo #40737) at CES 2018 in Las Vegas, Jan. 9-12, 2018. For more information, visit www.firstalert.com/Onelink.

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**First Alert Brand Trust Survey, February 2017 – Results are based on the responses of 1,004 adults, ages 18 and older, living in the United States who completed a telephone survey, February 16-19, 2017. Results are accurate to +/- 3 percentage points with a 95 percent confidence level and can be generalized to the entire adult population in the United States within those statistical parameters. For more information or a copy of the complete survey and results, contact Tim Young at LCWA: 312/565-4628 or tyoung@lcwa.com.*

*** Organization for Economic Co-operation and Development*

About BRK Brands, Inc.

BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Newell Brands. For 60 years, BRK Brands, Inc. has been the manufacturer of First Alert®-branded home-safety products, the most trusted and recognized safety brand in America. BRK® Brands designs and develops innovative safety solutions including Tundra™ Fire Extinguishing Spray, Onelink by First Alert smart home products, a comprehensive line of smoke alarms, carbon monoxide alarms, fire extinguishers and escape ladders to protect what matters most. Such products are also marketed under the BRK Electronics® brand, The Professional Standard for the builder and contractor audiences. BRK Brands, Inc. products are found in more than 30 countries worldwide. For more information, visit <http://www.firstalert.com>, <http://www.brkelectronics.com> or <http://www.newellbrands.com>.

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