

SMART IN A MINUTE

SMART WINDOW SHADING

BRAND COMPASS

MOTIONBLINDS



This compass describes the brand identity for MotionBlinds. It expresses what MotionBlinds is, what makes it unique and which focal points have been set up to position the MotionBlinds brand in the smart home and window shading industry. Be inspired!

VISION

The heart of modern society is formed by smart technologies that are making meaningful impact to our daily lives. We believe that smart window shading are a major contributor in creating safe, energy-efficient and comfortable living spaces which are an essential part of our connected world.

MISSION

We strive to make smart window shading accessible to everyone and bring its hidden conveniences to everyday lives of people around the world by taking the number one position in battery powered motors for the smart home and window shading industry with MotionBlinds.

SMART TECHNOLOGY

MotionBlinds is a smart technology for window shading, applied to a complete range of battery-powered and wired motors and controls for all types of window blinds in residential, commercial and hospitality. Window shading with MotionBlinds is driven by simplicity and connectivity. The smart technology is designed for easy assembly, installation and an ultimate ease of use. Window shadings with MotionBlinds technology can be made smart in a minute and operated in every imaginable way by smartphones, smart speakers, remote controls and even manually - with a simple pull that automatically sets the blinds in motion.





ROLE

MotionBlinds is a business-to-business brand, developed for application to ready-made and made-to-measure window shading. MotionBlinds is distributed through a network of resellers across the UK, whose business cases are being strengthened with an optimal mix of marketing services, e-learning tools and training. On the brand website decorquip.com/motionblinds, interested parties can find all the benefits of using MotionBlinds, as well as sales agents through the store locator and assistance in the online resource centre.

PARTNERS

Partnership forms the basis of the relationships we build with our customers. With MotionBlinds, we are committed to being successful together with assemblers, retailers and retrofit B2B partners. Through this network of resellers, we strive to bring MotionBlinds to consumers all over.




EVE MOTIONBLINDS

Part of the MotionBlinds concept is Eve MotionBlinds, a series of battery-powered motors with Apple HomeKit technology, created in collaboration with smart home specialist, Eve Systems - a world leader in the development of accessories for the Apple HomeKit ecosystem. These are the benefits of Eve MotionBlinds:

- Super easy setup simply by scanning the HomeKit setup code, no gateway or bridge required
- Effortlessly set up schedules that put the blinds on autopilot independently of the iPhone and home network
- Supports Bluetooth and Thread
- App and voice control with iPhone, iPad, Apple Watch and HomePod
- Eve MotionBlinds interact with other HomeKit accessories creating a smart and safe ecosystem
- Local intelligence and direct communication without cloud dependency
- No proprietary cloud, no registration, no tracking
- Requires an iPhone or iPad with the latest version of iOS/iPadOS 14 or later
- Controlling Eve MotionBlinds automatically and away from home requires a HomePod or an Apple TV (4th generation or later) as a home hub

POWERED BY
eve. | MOTIONBLINDS



A close-up photograph of a person's hands holding a smartphone. The person is wearing a brown sweater. The smartphone screen displays a window control app interface with a large blue slider. The background is a blurred indoor setting with a window and a chair.

'Thanks to the Eve software, this new window shading motorisation concept is a first in its field and will permanently change the market. It makes automated blinds easily available to a broad audience, is widely embraced for its simplicity and is a product that brings joy, comfort and value to everyday life in the home or workplace.'

Richard Ford

Managing Director of Decorquip

BRAND GUIDELINES

We strive to establish a uniform and professional brand identity in the physical and digital worlds. MotionBlinds content may only be used for the promotion and marketing of MotionBlinds products. In addition to the MotionBlinds guidelines, we have separate guidelines for the promotion of Eve MotionBlinds with Apple HomeKit technology. There are two badges that can be used by official resellers:

- Powered by MotionBlinds
- Powered by Eve MotionBlinds

MotionBlinds is a registered trademark. All content provided is protected by intellectual property rights. Official resellers must always commit to the brand guidelines, such as those stated in this document.

POWERED BY MOTIONBLINDS

The *powered by MotionBlinds* badge expresses that window shadings are equipped with MotionBlinds smart technology. Official resellers are required to add the MotionBlinds badge to visual expressions of window coverings that are powered by MotionBlinds. The MotionBlinds badge may be used in conjunction with third party badges following the brand guidelines of both MotionBlinds and third parties.

POWERED BY
MOTIONBLINDS





POWERED BY EVE MOTIONBLINDS

The promotion of window shadings powered by Eve MotionBlinds motors with Apple HomeKit technology is subject to strict guidelines to which resellers must commit, and which must be carefully followed. The Apple logo may not be used under any circumstances. The *Works with Apple* HomeKit badge is embedded into a selection of images and videos that will be provided in a specific Eve MotionBlinds content package. Apart from content in which the badge is already embedded, the badge may not be used. The Eve MotionBlinds content package includes images and videos featuring Apple devices, such as HomePods and iPhones. This content may only be used in relation to window coverings powered by Eve MotionBlinds motors with Apple HomeKit technology.

Do's:

- Use the *powered by Eve MotionBlinds* badge

Dont's:

- Do not use the Apple logo under any circumstances
- Do not use the Works with Apple HimeKit badge, only
- use the provided content that incorporates the badge

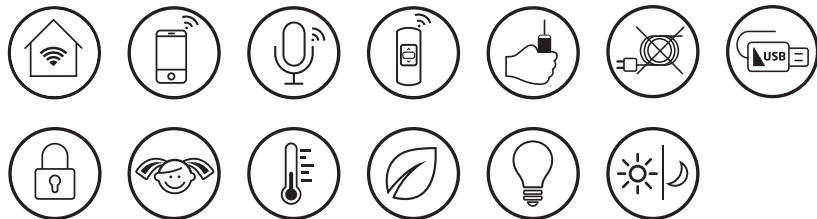
Powered by MotionBlinds



Powered by Eve MotionBlinds



MotionBlinds icons



USAGE OF BADGES & ICONS

MotionBlinds badges

A minimum space around the badge should be kept clear from other graphics. The clear space must be at least the height of the letter "M" in the badge and applies to all sides around the badge.

MotionBlinds icons

In addition, the stated icons can be utilized to indicate specific functionalities of window coverings with MotionBlinds. The MotionBlinds icons are available in 100% black and white.



WRITING & WORDING MOTIONBLINDS

The brand name MotionBlinds should be consistently written in lower case with a capital -M and -B. When lowercase is not an option, for example in titles composed entirely of capital letters, it is permitted to write the MOTIONBLINDS brand name entirely in capital letters.

Do's:

- [Name reseller] blinds, powered by MotionBlinds
- [Product group], powered by MotionBlinds
- [Smart window coverings], powered by MotionBlinds

Dont's:

- MotionBlinds by [Name reseller]
- [Name reseller] MotionBlinds

WRITING & WORDING EVE MOTIONBLINDS

Apple HomeKit or HomeKit is used in a referential phrase such as with, works with or uses. When using the name Apple HomeKit or HomeKit in headlines or body copy, always typeset Apple with a capital -A followed by lowercase letters, and typeset HomeKit as one word with capitals -H and -K followed by lowercase letters. Do not refer to Apple or Apple HomeKit in direct relation to your product. Instead, mention HomeKit technology only when mentioning Eve MotionBlinds.

Do's:

- [Name reseller] blinds, powered by Eve MotionBlinds motors with Apple HomeKit technology
- [Product group], powered by Eve MotionBlinds motors with Apple HomeKit technology
- [Smart window coverings], powered by Eve MotionBlinds motors with Apple HomeKit technology

Dont's:

- [Name reseller] blinds with Apple HomeKit technology
- Apple HomeKit [Name reseller] blinds
- [Name reseller] Apple HomeKit blinds





CORE VALUES MOTIONBLINDS

In order to make smart window shadings accessible to the masses and bring the hidden conveniences of MotionBlinds to the everyday lives of consumers across the UK, MotionBlinds is developed according to the following principles:

- Simplicity
- Connectivity
- Design



SIMPLICITY

Motorised window shadings are still mistakenly perceived as being complicated and inaccessible. To be able to take the number one position with battery-powered motors and make smart window coverings with MotionBlinds applicable to everyone, simplicity is the main driver behind MotionBlinds. This simplicity is reflected in all aspects of MotionBlinds whether it involves easy assembly, cable-free installation, smartphone configuration and pull operation.

JUST A SIMPLE PULL

Pull control, a special feature of MotionBlinds, is unlike any other of its kind. It is a valuable add-on to smart operation since it requires nothing: no connectivity, no smartphone or remote control. Just a simple pull automatically sets the blinds in motion. Pull control is the most intuitive control option for motorised window shadings. Anyone can do it.



SMART IN A MINUTE

Window shadings with MotionBlinds feature Bluetooth technology. This makes them smart in a minute. Each motor has a unique setup code, which can be hidden and stored in the pull tassel. Simply scan the setup code by smartphone, and the app tells exactly what to do. In a few simple steps, the blind is connected and ready to use.

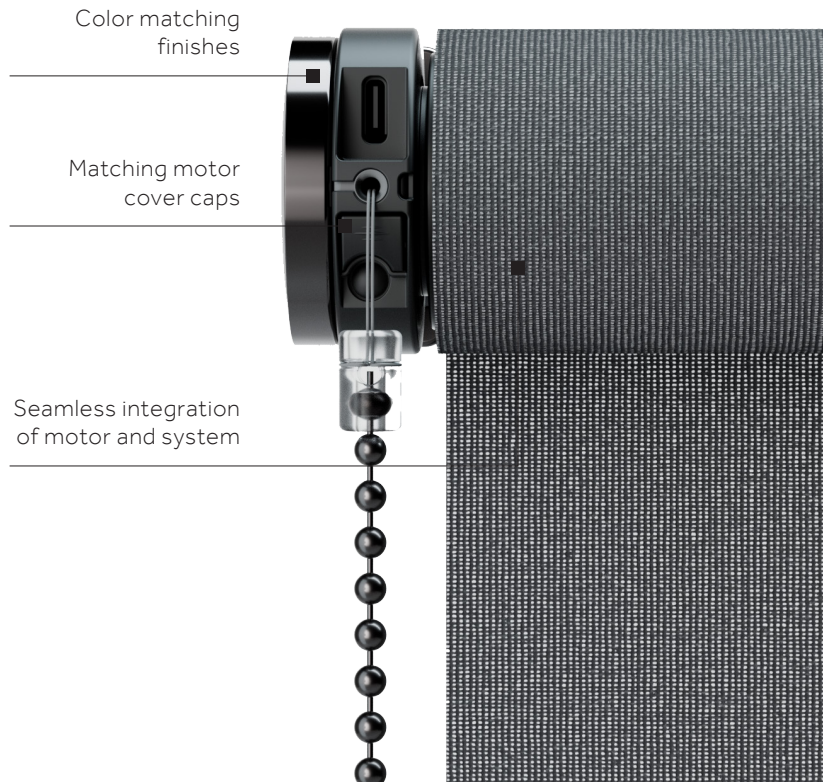


CONNECTIVITY

Technologies are evolving at a rapid pace. More and more devices and services are being made smart. They must work seamlessly together to make our daily lives more safe, energy efficient and comfortable. MotionBlinds technology works with leading smart home assistants. Because of these connections, window shadings powered by MotionBlinds can easily be integrated into smart homes and work together with other smart devices.



DESIGN



We have decades of experience in creating total solutions for the window shading industry, MotionBlinds is developed from a system approach, which means that the motors integrate seamlessly with various hardware systems. Built on a philosophy of design, the MotionBlinds concept is elaborated to the finest details, allowing users to optimally enjoy smart technology that remains unseen by the human eye.

SMARTIFY YOUR LIFE

MotionBlinds is seamlessly connected to leading smart home technologies and can easily become part of smart ecosystems. Window shadings with MotionBlinds make living spaces:

- Safer
- Energy-efficient
- Comfortable





SAFETY

Thanks to preset scenes and timers and smart integrations with other devices, smart window shadings can be continuously in motion, making the home always seem inhabited. This creates a sense of security and it helps to prevent break-ins. Next to this, smart window coverings make spaces safer for children and pets, since they can no longer get tangled in control cords.

ENERGY EFFICIENCY

Thanks to connections with other smart home technologies and devices, window shadings with MotionBlinds are able to automatically adapt to changing conditions inside and outside the home, for example, daylight and sunlight. This makes it possible to automatically control the indoor climate and save energy by taking full advantage of the reflective and insulating properties of smart window shadings.





CONVENIENCE

Smart window shadings make life even more enjoyable. As part of a smart home ecosystem, where various smart devices work together, window shadings with MotionBlinds move to the rhythm of your daily life creating the perfect atmosphere at any time.

**Vision**

We believe that smart window shadings are a major contributor in creating safe, energy-efficient and comfortable living spaces.

Mission

We strive to make smart window shadings accessible to everyone and bring its hidden conveniences to everyday lives by taking the number one position in battery-powered motors for the smart home and window coverings industry.

Application

Smart technology for roller, double roller, roman, pleated, venetian, vertical and curtain.

Role

MotionBlinds is a business-to-business brand for the application to ready-made and made-to-measure window shadings. MotionBlinds is distributed through a network of resellers, whose business cases are being strengthened with an optimal mix of marketing services, e-learning tools and trainings.

Partners

With MotionBlinds, we are committed to being successful together with assemblers, retailers and retrofit B2B partners. Through this network of resellers, we strive to bring MotionBlinds to consumers across the UK.

Core values

MotionBlinds is developed according to the following principles: simplicity, connectivity and design.

BE INSPIRED

MotionBlinds is being developed in the Netherlands as a smart technology for window coverings based on the principles of simplicity and connectivity. MotionBlinds is applied to ready-made and made-to-measure window coverings and distributed through a global network of resellers. The enjoyment and conveniences of window coverings with MotionBlinds are experienced in residential, commercial and hospitality applications across the world each and every day.



decorquip.com/motionblinds