

Quick Start Sheet

Lyric™ Water Leak and Freeze Detector

PRODUCT INTRODUCTION

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This offering is the newest addition to Honeywell Lyric platform for the Trade Channel. It is an adjacent product in the HVAC space and will position the contractor as a “total home solution provider”. This is a wireless device that can be monitored through the Lyric app to provide early detection to water leaks and/or freeze issues.

This product is battery operated and is equipped with a 4ft sensing cable that can be utilized to access hard-to-reach places. Additional sensing cables can be connected together (up to 500ft) for monitoring larger areas without a power source.

Macro issues this product addresses:

Financial

1. Water related damages are the **biggest cause of concern** by homeowners everywhere, with 14 million homeowners suffering \$11 billion in property damage in 2013.*

Health

2. Exposure to damp and moldy environments may cause a variety of **negative health effects** including respiratory tract symptoms, asthma symptoms, and hypersensitivity pneumonia.**

Connectivity

3. Homeowners looking for ways to **make life simpler**: controlling all of their home products (home comfort, security and awareness) with a single app.

VALUE PROPOSITIONS

For Contractors

For **customer-centric** contractors looking for **profitable** upsell opportunities, the Lyric Water Leak & Freeze Detector is an **easy-to-install** wireless device that will bring **peace of mind** to your customer while deepening customer **loyalty** by becoming a **total home** solution provider.

For Homeowners

For homeowners seeking a **highly reliable** and **cost effective** loss prevention solution, the Lyric Water Leak & Freeze Detector is a **wireless** and **hub-free** device that provides **peace of mind** while at home or away using the Honeywell Lyric app.

POTENTIAL APPLICATIONS

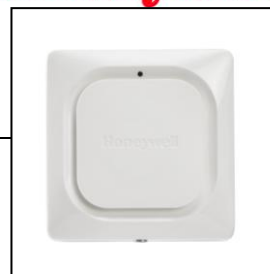
Choose the location(s) most likely to have a leak, such as the **washer, water heater, refrigerator** or under the **sink**.

WI-FI technology allows this device to operate in the homeowner's primary or secondary residence while providing alerts to individual or family/friends if an incident occurs.

*American Insurance Association

**Center for Disease Control

***American Insurance Association



PACKAGING/CONTENTS



Inside: Water Leak and Freeze Detector, Sensing Cable, Mounting Screw, 3 – AA batteries, and Quick Start Guide

ORDERING INFORMATION

OS Number	Description
CHW3610W1001/U	Water Leak Detector and Cable Sensor
CHWES41013/U	Accessory Cable Sensor

FEATURES AND BENEFITS (HOMEOWNER)

Water Leak Detection: The average water leak causes \$7000 in damage***. Be notified of a leak while it's measured in drops.

Battery Operated: Conveniently place near sinks, washers, water heaters, sump pumps where leaks could happen. No need for nearby wall outlet, battery life lasts up to 3 years.

Mobile & Audible Alerts: Notifications and/or text messages can alert you, while audible alerts sound when you are at home.

Temperature & Humidity Sensing: Use to detect temperatures that can freeze pipes, and humidity that could damage valuables.

Reusable: This device is reusable after detecting an incident.

No Extra Hub Required: No separate hub or base station needed.

Water Sensing Cable included: Detect water with sensors on base of unit or expand coverage with included 4 ft water cable sensor. Purchase additional cables to cover an even larger area.

Free App: Download the easy to use Honeywell Lyric app.

Wireless: Additional benefits can be added over time through software updates.

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FEATURES AND BENEFITS (CONTRACTOR)

No Callbacks

1. Battery operated allows for **convenient placement** of product into desired space(s)

2. Reusable after water detection so homeowner can use again **without contractor assistance**

Grow Bottom Line

1. Water damage can occur to anyone; product can be **recommended to all homeowners**

2. Adding devices or cables to cover other locations inside home can lead to **more upsell opportunities**

3. **No unique skill set or parts required** for installation so can be included in same service

Fast Install

1. **Straightforward** install process

2. **No hub needed**; removes complexity to explain and install

3. Battery operated so **pulling wires for installation not needed**

4. **Connects within minutes** through the Lyric app

Trusted Partner

1. Helps the homeowner take a proactive approach to protecting home; **contractor seen as a "total home solution provider"**

2. **Point of differentiation** among other HVAC contractors

TARGET MARKET/SEGMENTS

We will be targeting the following Honeywell segments. These groups are comfortable upselling products as well as working with progressive products that use apps to install/use.

Visionary, Balanced, Contractors with plumbing expertise

SALES MATERIALS AND LINKS

This section list all sales, marketing and support resources available for this product, including marketing literature, technical literature, competitive comparison, and training tools.

- Contractor Sell Sheet
- Homeowner Handoff Guide
- Lyric Family Brochure/Materials (updated Q1 2016)
- Water Leak Detector Video
- Customer Bulletins
- FAQ Document




Also visit:




- www.forwardthinking.honeywell.com/
- www.customer.honeywell.com
- www.yourhome.honeywell.com

SEARCH KEY WORDS

Use the following key words to search the Honeywell Web sites to locate product information: Lyric, Water Leak, Freeze, Wi-Fi, Detector, CHW3610W1001/U, CHWES41013/U, Awareness

COMPETITIVE COMPARISON

	Honeywell Lyric 	Insteon 	Fibaro 
Needs Hub	No	Yes	Yes
Comm. Tech.	WiFi, BLE/ MFI (installation)	Proprietary (915 MHz)	Z-Wave
Set Up via	App (Phone/Tablet)	PC	PC
Control via	iTunes & Android App (Tablet, phones)	PC, Apple & Android tablet, phones	PC, Apple & Android tablet, phones
Alerts via	In-app push & email, 100dB siren	In-app push & email, 90dB siren	In-app push & email, local siren (dB N/A)
Alerts when	Leak, Temp, Humidity, Low Battery, Lost Connection	Leak	Leak, Temp Drop
Powered by	Battery (3 AA Alkaline)	Battery (1 AA Lithium)	Battery (CR 123A) & Wired (12-24 VDC)
Battery Life	3years without incident	10 years	2 years
Supports Shut Off	No, in future	Yes, in portfolio	Yes, in portfolio
How does it sense	In built metal prong sensors + an additional cable sensor (4 ft + extendable)	Corrosion resistant nickel plated bronze conductive feet	3 probes, 24K gold plated. Telescopic to place sensor on uneven surface

	Honeywell Lyric 	WallyHome 	Wink, Quirky 
Needs Hub	No	Yes	Yes (Wink Hub/Relay)
Comm. Tech.	WiFi, BLE/ MFI (installation)	Power Line (27MHz)	Z-Wave
Set Up via	App (Phone/Tablet)	PC, App Based	App (Phone/Tablet)
Control via	iTunes & Android App (Tablet, phones)	PC, Apple & Android tablet, phones	iTunes & Android App (Tablet, phones)
Alerts via	In-app push & email, 100dB siren	In-app push & email, No siren	In App, 100dB siren
Alerts when	Leak, Temp, Humidity, Low Battery, Lost Connection	Leak, Temp, Hum., Low Battery	Leak
Powered by	Battery (3 AA Alkaline)	Battery (CR 2032)	Battery (2AA Alkaline)
Battery Life	3years without incident	10 years	1 year
Supports Shut Off	No, in future	No	No
How does it sense	In built metal prong sensors + an additional cable sensor (4 ft + extendable)	Using metal probes, bi-directional, uses SNUPI technology	Overflow with magnetic base and 6' sensor cable

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