



*For immediate release*

## **HKBN and MOMAX Debut New Smart Living Brand “Smart D”** *Reinventing Smart Living with Style & Ease-of-use*

(Hong Kong, 23 September 2021) Hong Kong Broadband Network Limited (“HKBN”) and consumer electronics brand MOMAX today took their partnership to the next level with the joint launch of “Smart D”, a refreshingly new smart living brand. Blending style, user-friendliness and cutting-edge automation, Smart D is all about bringing smart technology to life in a versatile range of products that elevate the home décor and smarten up everyday living.

### **Chic and practical range debuts with exciting Disney crossover**

Through the power of partnerships with leading brands and platforms, Smart D offers a diverse range of smart appliances that address consumer needs and their many lifestyle demands. Adding a touch of style and charm to technology, Smart D’s first collection features an exciting Disney crossover with appliances inspired by beloved Disney, Pixar and Marvel characters. At the same time, HKBN Smart App will see the addition of customisable Disney interfaces. New Disney characters can be “unlocked” with the pairing of new Smart D products, making them equally endearing as collectibles and as smart appliances.

### **Manage smart devices of different brands from a single App**

As part of HKBN’s Home Smart Solution promise to make smart living easy and effortless, Smart D works seamlessly alongside a growing range of cloud-enabled, inter-compatible IoT appliances from multiple brands – all intuitively managed and controlled with the “HKBN Smart App”, a new and improved version of its HKBN Home App. The new app offers the same single-app control over all smart appliances in the home, plus Cantonese voice controls\* and 24/7 remote support, for truly hassle-free smart living.

**John Cheng, CEO of MOMAX Hong Kong** said, “We are thrilled to partner with HKBN to launch Smart D. We are committed to developing innovative technologies that add function, convenience and style to modern lives, and bring Hong Kong household into the new era of smart living. We will continue to work with HKBN to launch even more smart living products that lead the market and answer our customers’ needs.”

**Elinor Shiu, Co-Owner and CEO – Residential Solutions of HKBN** said, “The Smart D brand crystallises our shared vision with MOMAX for true democratisation of smart living. With no complicated setup or major renovation required, our combination of quality, affordability, and stylish smart products is the perfect fit for any modern home. We’ll continue to expand our partnership network for even broader universality of our one-stop smart home ecosystem, bringing Delightfully Designed & Digitised lifestyles into even more homes!”

### **Now available at major retailers**

The “Smart D” line of smart products is now available online and at major retail chains, including [HKBN’s website](#), e-shopping platform [HOME+](#), Fortress, Broadway, Wilson Communications, Studio A, LOG-ON, Citistore, K11 Design Store, Pricerite, Home Mart, HOMELESS.hk, NOBLETIME, ZALORA, unwire.hk, Asia Miles, and more.

**【Early bird offer】** Starting today, purchase any Smart D product on [HKBN's website](#) to enjoy up to 20% discount, plus get free HKBN Smart mobile app subscription and a free Alien power bank (Value: HK\$299) upon purchase of HK\$1,000<sup>^</sup>. Free home delivery also included!

<b>The latest Smart D Disney / Pixar / Marvel series smart living products</b>	
<p><b>Lotso Health Tracker</b></p> <p>Comprehensively tracks 17 types of body data measurements such as body fat, water content, basal metabolic rate, protein, bone mass, visceral fat and more, plus comes with 4 G-Sensors for extra precision. Pair with HKBN Smart App to track personal health data for up to 10 users.</p> <p>Suggested retail price: HK\$438  <b>Early bird price: HK\$378</b></p>	
<p><b>Winnie the Pooh Smart Desk Lamp with Wireless Charger</b></p> <p>A built-in Eye Comfort Sensor automatically adjusts brightness according to different environments, with three flexible elbow joints for a wide range of lighting angles. Additional features include adjustable brightness &amp; colour temperature, plus Cantonese voice control via HKBN Smart App. Comes with built-in wireless fast charging for mobile phones*.</p> <p>Suggested retail price: HK\$788  <b>Early bird price: HK\$668</b></p>	
<p><b>Toy Story Ultra-Air Plus IOT UV Hot &amp; Cool Purifying Fan</b></p> <p>A 3-in-1 air purifier, heater &amp; fan that includes built-in UV-C light to effectively kill airborne germs. Exchangeable H13 HEPA Filter removes PM2.5 suspended particles, smoke, pollen, dust mites and more.</p> <p>Pair with HKBN Smart App for anytime, anywhere control of temperature and air sanitization!</p> <p>Suggested retail price: HK\$2,980  <b>Early bird price: HK\$2,380</b></p>	

**Captain America Trio-Cleanse IoT UV-C Vacuum Robot**

Includes built-in UV-C Light tested to effectively kill 99.9% of *Klebsiella pneumoniae*, *Escherichia coli* and *Staphylococcus aureus* and more in 2 seconds#. Powerful suction of up to 1800Pa, plus wet mopping feature enables use with detergents for deep cleaning.

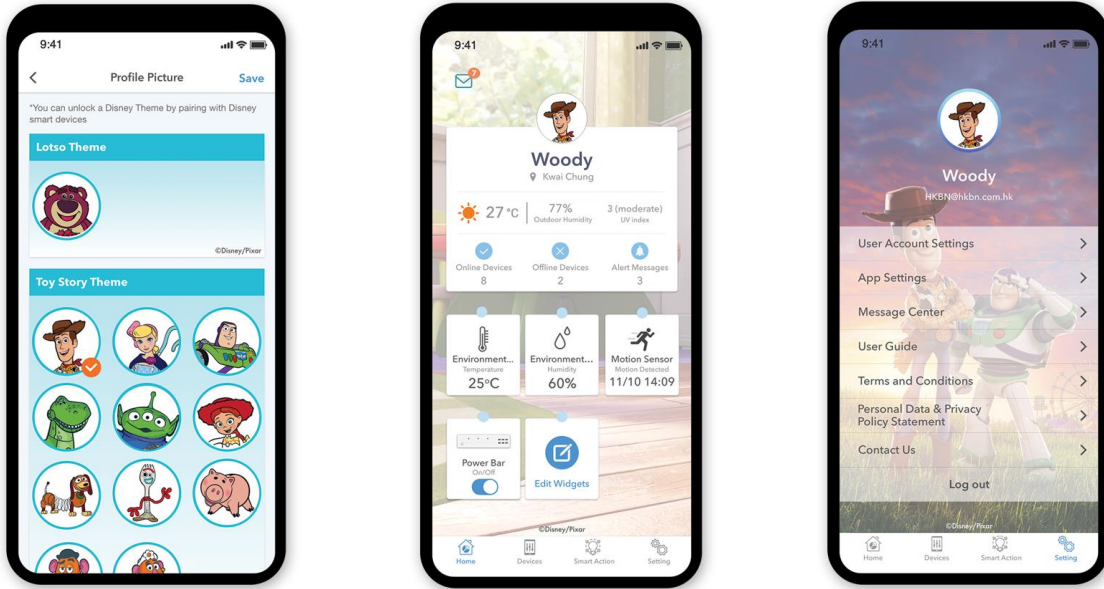
Pair with HKBN Smart App for anytime, anywhere remote control cleaning!

Suggested retail price: HK\$2,180

Early bird price: **HK\$1,780**



Caption: Developed out of a long-term strategic partnership between HKBN and MOMAX, Smart D offers a diverse range of stylish and easy-to-use smart products.



Caption: The enhanced HKBN Smart App includes newly added customisable Disney interfaces. Users can also pick their favourite Disney characters to use as personal avatars – adding a touch of personality to smart tech!

To download product shots, please click <https://bit.ly/3o0UeAH> .

\*Voice Control works with Siri shortcuts on specified iOS devices. Wireless Output: 5V=1A, 9V=1A (10W max.)

^ Availability limited while stocks last. Random style photo is for reference only. Gift only available upon purchase of Smart D products of HK\$1,000 or more. Terms and conditions apply.

# Attestation report from The Hong Kong Certification Centre Ltd.