

PRESS RELEASE

The new MatixGO: smart home devices for everyone

Simplicity, flexibility and sustainability: BTicino's new connected devices can adapt to any space.

July 2023 – BTicino, the Italian leading company in smart home solutions and part of the French multinational Legrand, has unveiled the new MatixGO line, which represents the company's latest advancement in achieving a total integration of smart functions in its available product range.

After the groundbreaking launch of the Living Now series, which imposed a new way of thinking about home controls five years ago, and the additional connected devices launched later, with the new MatixGO the entire BTicino range is now connected.

Through the integration of IoT solutions from Netatmo, a Legrand Group company specializing in connected solutions, into the MatixGO line, the smart home system becomes affordable for everyone, meeting the needs of all types of spaces for a simple and complete management of all functions. MatixGO with Netatmo is a smart system that, thanks to new devices, is able to meet everyone's needs in terms of functionality and control, at highly competitive costs.

Simplicity and flexibility are definitely two of the core values of MatixGO. A versatility stemming from an innovative approach toward the accessories line, designed in order to optimize and reduce the number of items used. MatixGO makes it possible to modify an installation without the need to disassemble or rewire, thus saving time; in fact, you just have to add new attachments to achieve the desired result.

Another advantage of the MatixGO range is the possibility of adding accessories in order to adapt the installation to environments that require protection. For example, the new IdroGO waterproof cover protects the installation from external agents, increasing the waterproof rating of the boxes from IP40 to IP55. This makes the line adaptable to all outdoor environments, such as porches or terraces.

The design of MatixGO is essential and minimal. Three main shades available - white, for standard solutions, gray and black for smart and more sophisticated ones - combine with 10 other finishes, still monochromatic. In addition, a real innovation in the line is *I'm Nature*, the 100% organic plate made of a generation of compostable material that will be available on the market from October. *I'm Nature* is made of biopolymers and capable of preserving its integrity over time, guaranteeing the same performance as traditional polymers.

Always sensitive to green issues, BTicino has long worked to produce items with low environmental impact, as it also invests in research and development to find new solutions and improve production processes. The entire MatixGO program is based on eco-sustainability starting from production and ending with fully recyclable packaging.

The MatixGo project was born in Italy, in the production plants of Varese and Erba - two poles that have always been the beating heart of the company and where the great BTicino innovations come to life. Once again, with the new MatixGO, BTicino tells a story of success with a Italian DNA, capable of crossing national borders and becoming an example of excellence at an international level.



Designed to create versatile and functional installations that are also easy and smart, the new MatixGO offers solutions for all spaces and all kinds of users, from housing to service industries, from indoor to outdoor spaces, from hotels to healthcare environments.

The range is completed with USB charging sockets, pull-out flashlights, safety lamps, table sockets, retractable turrets, protruding turrets, and multifunction wall switchboards. As done for the other lines, the new MatixGO also comes with wireless control devices.

***BTicino**, the Italian leading company in the industry of smart home solutions and part of the French multinational Legrand, is present on the national perimeter with an organizational structure that includes 11 industrial plants, 9 R&D centers and about 3,000 employees. The company operates on the Italian market with offerings from the main brands BTicino, Legrand, Cablofil, IME.*