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## “GLOBAL, SECURE, CONNECTED”: THANKS TO A NEW BRAND IMAGE, KNX IS GAINING GROUND IN ALL ITS TARGET MARKETS

The completely revamped corporate identity plays to the strengths of the world’s gold standard for building automation.

**BRUSSELS, 25 JUNE 2018** – *The home of intelligent building automation has received a fresh coat of paint: effective immediately, KNX is rolling out its global triumph with a completely modernised corporate identity (CI), which puts new emphasis on the KNX slogan: “Global, Secure, Connected”. As the world leader and gold standard when it comes to open technology in building automation, KNX is now able to better communicate its brand and reach an even broader target market thanks to its new look & feel which can be seen, for instance, on the website ([www.knx.org](http://www.knx.org)), on flyers and all KNX publications.*

### Increasing importance of smart homes

“Although the intelligent networking of commercial premises has always been par for the course, when it comes to new builds, there has been a significant increase in smart home technology. KNX, with its wide-range of offerings, plays an important role in this industry as well. This being true, the new CI allows us to bring ourselves in line with the daily requirements of our system integrators, building site managers, architects and building managers” says Franz Kammerl, president of the KNX Association.

### Even clearer

The rebranding highlights the clear strengths of KNX: The ability to improve peoples’ lives by simplifying highly complex technologies. “Less technology, more clarity” is the resulting ethos of the communications strategy at KNX, which should help the company to continue to develop its world-leading, gold standard in open technology. The new CI will make the many benefits and the guiding principles of KNX even clearer and more accessible to a broader target market, thereby also increasing awareness of KNX certified products.

### KNX as the global face of building automation

“Global, Secure, Connected: These are the core principles that make up KNX as a global face of building automation and which are now better conveyed by the new corporate identity” concluded the KNX president at the launch of the new CI.



Smart home and building solutions.  
Global. Secure. Connected.



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## PHOTO MATERIAL

Printing of pictures permitted



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**Picture**  
*KNX, now with new corporate identity*

### About KNX

*KNX Association is the creator and owner of the KNX technology – the worldwide STANDARD for all applications in home and building control, ranging from lighting and blind control to various security systems, heating, ventilation, air conditioning, monitoring, alarming, water control, energy management, smart metering as well as household appliances, audio/video and many more. KNX provides a single, manufacturer independent design and commissioning tool (ETS), with a complete set of supported communication media (TP, PL, RF and IP) as well as a complete set of supported configuration modes (system and easy mode). KNX is approved as a European (CENELEC EN 50090 and CEN EN 13321-1) and an International standard (ISO/IEC 14543-3). This standard is based upon 27 years of experience in the market. Over 400 member companies worldwide from different application domains have more than 7000 KNX certified product groups in their catalogues. The KNX Association has partnership agreements with nearly 75,000 installation companies in 164 countries.*



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