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### **Sensel sharpens the focus of its operations**

**Sensel, which has constructed a unique technical platform for intelligent services for the home, is adjusting its operational orientation. Sensel will now focus on selling licences for the software used in the platform and consulting services to companies that want to offer utility services to intelligent homes and companies. The operations of the company will be adapted to this new orientation and the software platform will be made more general.**

This change in operations means that potential revenues will be brought forward and that running costs will be dramatically reduced, according to Sensel's Managing Director Mattias Tingvall, who has been appointed to implement the restructuring of the company. Sensel will continue to develop the technical platform during the spring. At the same time, discussions are underway with potential new owners and partners.

"Our new orientation will provide good opportunities to continue as a strong player on the intelligent-home market," says Mattias Tingvall. "Sensel will adapt to the needs of the market and re-dimension its operations so that they are better suited to the competence and needs of a software company. We see a clear need for software and consulting services for companies that want to offer their customers services for intelligent homes and companies."

One reason for the new operational orientation is that Sensel's major customer, Vattenfall, has chosen to postpone the launch of its services. Vattenfall believes in intelligent services but has decided to wait until there is a higher level of demand on the market.

"Sensel's new orientation will make it more natural for a player with its core business within the field to take over the ownership role from Vattenfall. We will hereby guarantee to a greater extent Sensel's survival, and thus the survival of a future platform for Vattenfall's intelligent services," says Lennart Åsander, General Manager of Vattenfall New Business.

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*Sensel is one of the leading companies in the field of intelligent homes. Sensel has developed a unique software platform that offers access to services that will simplify the everyday lives of both private individuals and companies. The company also provides consulting services, in areas ranging from strategy to implementation, to companies working in the field of intelligent homes and comfort living. The solutions*

*offered are simple and functional and can be controlled today over a telephone, a cell phone or the Internet. Sensel was formally founded in January 2000 as a subsidiary of Vattenfall.*