



## WHY ARE WE PHASING OUT THE NEXIA BRAND?

We are not eliminating our mobile application, web portal, or technology; we are simply rebranding Nexia® to American Standard® Home to build on our core brand strength. These changes will also apply to the new Trane® Home.

That means **all of the features and functionality will remain the same** for our users, but things will look a little different. Instead of seeing Nexia, users will see American Standard Home or Trane Home (depending on their HVAC system). That way, the mobile app matches the thermostat (and the HVAC system), providing additional value for our brand and eliminating unnecessary confusion for the homeowner.

## WHAT ADDITIONAL VALUE WILL THIS ADD?

- **Eliminating confusion:** Asking a homeowner to download a Nexia app for an American Standard system is inherently confusing.
- **Improved brand authority:** Transitioning from calling it a Nexia thermostat to an American Standard smart thermostat is a huge mindshare win with our homeowners and dealers. This will resonate with homeowners when it's time to purchase a new system OR when they are referring their friends to our brands.
- **Increased adoption for smart thermostats and diagnostics:** If it's an easier sell for our dealers and it resonates with our homeowners, we should see an increase in smart thermostat sales.
- **Seamless experience from the thermostat to the mobile app:** We will continue to improve upon this over the next months and years as we work on a new and improved user experience.

## HOW SHOULD WE BE SPEAKING TO HOMEOWNERS ABOUT THIS CHANGE?

We will be communicating directly with current Nexia users via email and mobile app, and they will be instructed to download the new American Standard Home mobile app. If a customer calls you and asks if they should do that, please instruct them to do so. All of their settings will be transferred from the old app to the new app (so, if they had dark mode turned on in the old app, when they log in to the new app, dark mode will be turned on).

For new American Standard HVAC users, simply instruct them to download the American Standard Home app. We will provide you with physical cards with a QR code to make the download process simple for the homeowner.

## WHAT ABOUT PURCHASING NEXIA ACCESSORIES? HOW WILL THAT BE IMPACTED?

We still have Nexia accessories in stock, and these accessories all still integrate seamlessly with the new mobile app. We will reference this by saying, "American Standard Home works with Nexia accessories." With that being said, as we run out of inventory of the more "generic" smart home accessories (locks, cameras, etc.), we will not be restocking our inventory.

We will provide purchase links for you on our Compatible Products support page (most of the product URLs will direct you to Amazon).

## WHAT LOGO DO I USE?

We request that you remove the Nexia logo from your website, collateral, etc. You can just use the American Standard residential logos, as you do with HVAC. We also have a Home “moniker” that you will see in our marketing efforts.

## WHAT'S CHANGING FOR THE USER?

### The Name of the App

American Standard: We will ask homeowners to download American Standard Home instead of Nexia<sup>®</sup>. (Once downloaded, it will be condensed to read AS Air Home).

**The Mobile App Branding** Logo and colors will reflect the American Standard brand.

**Thermostat Set-Up** In the smart thermostat menu, you will see a “Smart Home” icon instead of a Nexia logo (estimated Feb. 2021).

**Website URLs** Marketing: [americanstandardair.com/home](http://americanstandardair.com/home) | Web: [asairhome.com](http://asairhome.com)

**Our Customer Support** Dedicated branded Support Centers: [support.asairhome.com](http://support.asairhome.com) | American Standard Support Number: 877-374-0697

## WHAT'S CHANGING FOR ME (THE DEALER)?

### › Our Diagnostics Portal

We will be branding the web portal, as well. You can visit: [diagnostics.asairhome.com](http://diagnostics.asairhome.com) to log in.

### › Our Development Efforts

We will focus less on “smart home” features, and focus more on optimizing comfort, efficiency, and air quality in the home.

### › Collateral Updates

We are refreshing our collateral (including packaging) to reference American Standard Home instead of Nexia.

We are working to tell a more holistic story between our smart thermostats, our mobile app, and our diagnostics.

## WHAT'S STAYING THE SAME?

### › The App's Features & Functionality

You will still be able to use all of our smart home features and functionality (including: connecting with Amazon Alexa<sup>™</sup> and Google Home<sup>™</sup>, setting automations, integrating additional Z-Wave<sup>®</sup> devices, etc.).

### › The Dealer Customer Support

You can still get support using the dealer-specific phone number (844-359-0270).

### › Smart Home Subscriptions

Smart home subscriptions will still be available to those who wish to integrate Z-Wave devices into their system.

### › Diagnostics Functionality

The only thing that is changing for Diagnostics is the name (Nexia Diagnostics to American Standard Diagnostics) and the URL of the dealer portal (American Standard: <https://diagnostics.asairhome.com>); all other features will remain the same.

## WHERE CAN I GO FOR MORE INFORMATION AND RESOURCES?

Visit our dealer kit here: [bitly.ws/b3aq](https://bitly.ws/b3aq)



**RUN YOUR HOME FROM WHEREVER LIFE TAKES YOU.**