

tado° appoints senior UK directors & opens new London office

London, 09.03.17 - tado° has opened a new office in London and attracted senior directors from Philips Hue and Opower/Oracle to enlarge its footprint in the UK. The expansion gives tado° a more prominent position in the nation's capital, enabling the Munich-based company to scale partnerships and integrations with leading utilities, telecoms, retailers and installers. Furthermore, the new space will serve as a smart home showroom providing an opportunity to experience tado°'s new smart thermostat portfolio and connected devices in a real setting.



“This is another huge step forward in realising our mission to become the number one smart thermostat company in the UK,” states tado° CEO Christian Deilmann. “We’re focused on building cutting-edge technology, attracting the best talent and developing strong partnerships.” tado° already works closely with O2, SSE and HomeServe, as well as with British retail partners including: Currys PC World, Argos, Maplin, Screwfix and many more in-store and online.

Duncan Chamberlain joins tado° as UK Retail Director, previously heading up Philips’ Consumer Lighting Division UK & Ireland. The injection of British talent and experience will help take tado° to the next level and lay the foundations for long-term growth.

tado°’s strategy to be the vertical leader in smart heating coincides with developing seamless integrations with other prominent smart home services and platforms for the best user experience. Home owners and tenants who use tado° can control their heating via the device, app and voice, as well as through platforms such as Amazon Alexa, O2 Home, IFTTT and soon Apple HomeKit too.

tado° is among the world’s best-funded IoT startups with \$57 million in venture capital and it was just selected as one of 2017’s top 100 Global Cleantech Companies.* According to Navigant Research, global revenue for connected thermostats and associated software and services is expected to grow from \$1.1 billion in 2016 to \$4.4 billion in 2025.**

Images

High-resolution images are available [here](#).

About tado°

Headquartered in Munich, tado°, the European market leader in intelligent home climate control solutions, was founded in 2011. tado° revolutionises the way energy is consumed at home. Through the use of a geo-aware app, tado° automatically adjusts the temperature based on the residents’ locations, enabling households to significantly save on energy costs while reaching a higher level of comfort.

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**<https://i3connect.com/gct100/the-list>*

***<http://www.navigantresearch.com/research/smart-thermostats>*