



Press Release

Media Contact:

Ryan Smith
GolinHarris
714-918-8231
ryan.smith@golinharris.com

WHEN THE DOORBELL RINGS, AMERICANS WANT X-RAY VISION

Toluna/VTech Consumer Survey Shows the Need for Video Doorbell Technology to Address Americans' Curiosity, Concerns

BEAVERTON, Ore., July 16, 2013 – Since the invention of the electric bell ringer in 1831, Americans have relished the benefits of the ever-present doorbell to let them know someone's calling. A new nationwide survey shows that no matter how long we have doorbells as fixtures on front doors, we still have very strong and personal reactions to hearing them ring.

The 2,000-person survey was conducted by an independent market research firm and sponsored by [VTech® Communications](#), Inc. a wholly owned subsidiary of VTech Holdings Ltd. (HKSE: 303). VTech has advanced the doorbell to the digital generation with a new line of video doorbell phone systems that give Americans the "X-ray" vision they want when the doorbell rings by conveniently using their home phones.

Beyond turning into a superhero to see who's there (30 percent want X-ray vision), survey respondents said that an intercom to engage with the visitor (22 percent), followed by the immediate desire to continue activities unnoticed (16 percent), were their top spontaneous reactions to hearing the bell.

A Relentless Need-to-Know

No doubt, maintaining a sense of security is a top reason nearly all consumers (95 percent) say they won't open the door before checking who is there. The majority (89 percent) said they sometimes hesitate to open the door when the bell rings, especially late at night (57 percent), when there's an unfamiliar face (42 percent) or when home alone (31 percent).

Other fun facts from the VTech/Toluna survey show:

- **Mars and Venus reactions to a ringing doorbell.** Women are more concerned about security than men – 60 percent of women check who is at the door due to safety worries compared to 45 percent of men. Men, instead, were more apt than women to peek out of curiosity or to screen visitors.
- **Curiosity sparks the home dwellers.** Emotions vary for an unexpected doorbell ring, with curiosity topping the list (43 percent), followed by annoyance (21 percent), surprise (12 percent) and anxiousness (12 percent).
- **A ringing doorbell is worst during a snooze.** Sometimes the doorbell rings at the most inconvenient times. The greatest bother to Americans is a doorbell ringing when they are asleep (40 percent), followed by when they are eating a meal (23 percent) and when they are in the shower (21 percent).

- **Pets are the secret weapon for home security.** The majority of consumers (69 percent) take some measure to protect their homes with 43 percent hoping the family dog will warn them of any trouble. Nearly one third (31 percent) use alarm systems and almost a quarter use motion-detecting lights (23 percent).

“In our work with the new VTech video doorbell system, we wanted to find out what Americans think about their doorbells and if this fixture on the front porch is still something people feel attached to,” said Matt Ramage, senior vice president, product management, VTech Communications, Inc. “We saw that knowing who’s at the door still provides a sense of comfort and security – while satisfying an equal desire for curiosity and convenience. As Americans embrace more digital solutions in the home, we can now take the doorbell concept a step further to accommodate all of those needs.”

An Easy-to-Use Tool for Those Who Want to Know

VTech’s new IS7121-2 video doorbell phone system (MSRP \$119.95) allows homeowners to find out who’s at the door before answering, using an easy-to-install video doorbell on the front porch that displays a video image or streaming video right on the home phone handset. No more wondering about whether or not to answer. Or hiding. Or using X-ray vision when the doorbell rings.

The versatile DECT 6.0 cordless home phone system combines a base unit, two handsets with 1.8-inch color LCD screens and a digital camera module for the front doorbell. When someone rings the doorbell, a photo is discreetly taken and sent to each phone handset for immediate viewing. The handset also provides storage for up to 100 images for later viewing if no one is home. Homeowners can enable a microphone to speak to visitors or set up the system to view streamed video, even in darkness, with the system’s night vision capabilities.

The VTech video doorbell phone system is competitively priced against other similar video doorbell products. Components, such as the IS7101 handset (MSRP \$29.95) and IS741 audio/video doorbell (MSRP \$49.95), can be purchased individually to expand the system. For more information, please visit www.vtechphones.com/doorbell, on [Facebook](#), [Google+](#) and [Twitter](#).

About VTech®

VTech is the world’s largest manufacturer of cordless telephones, and the largest supplier of electronic learning products from infancy to preschool in the US and Western Europe. It also provides highly sought-after contract manufacturing services. Founded in 1976, VTech’s mission is to be the most cost effective designer and manufacturer of innovative, high quality consumer electronics products and to distribute them to markets worldwide in the most efficient manner.

For further information on VTech and its array of products, please visit www.vtechphones.com.

###

1. Toluna, Inc. fielded the study on behalf of VTech from 6/5/13 to 6/6/13 via its online omnibus service, interviewing a nationwide sample of 2,000 Americans aged 18 years and older. Data was weighted using propensity score weighting to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity, and propensity to be online. Data for questions related to online use or behaviors were weighted specifically to the respective “online” populations. No estimates of theoretical sampling error can be calculated; a full methodology is available.